

Appendix B:

Engagement Process Summary



PHASE I-IV ETOD ENGAGEMENT BY THE NUMBERS

Total Engagement Counts

Engagement Method	Phase 1: Goals and Objectives	Phase 2A: Verify Goals & Discuss Policies	Phase 2B: Policy & Program Application	Phase 3: Station Area Vision Plans	Total Counts
Timeline	Winter 2021	Spring 2022	Summer 2022	Spring 2023	Winter 2021 - Spring 2023
Survey Responses	211	502	281	120	1114
Focus Group Sessions	10	15	11	7	43
Focus Group Attendees	52	74	44	28	198
Focus Group Compensation	\$2,669	\$4,400	\$1,750	\$1,400.00	\$10,219
Public Meeting/Workshop Sessions	1	NA	NA	4	5
Public Meeting/Workshop Attendees	268	NA	NA	47	315

Engagement Participants by Race

Engagement Method	Surveys	Focus Groups	Combined Methods	Citywide Comparison (Census 2020)
White (Non-Hispanic)	49%	24%	45%	47%
Hispanic or Latino(a)	31%	49%	34%	32%
Asian and Pacific Islander (Non-Hispanic)	6%	3%	6%	9%
Black (Non-Hispanic)	10%	19%	12%	7%
Native American (Non-Hispanic)	1%	1%	1%	0%
Other or Two or More Races (Non-Hispanic)	2%	3%	2%	4%
Total	100%	100%	100%	100%



Public Outreach Engagement Summary
Equitable Transit Oriented Development

Engagement Participants by Income

Engagement Method	Surveys	Focus Groups	Combined Methods	Citywide Comparison (ACS 2021)
Less than \$25,000	17%	17%	18%	14%
\$25,000 to \$49,999	22%	22%	25%	17%
\$50,000 to \$74,999	19%	19%	19%	17%
\$75,000 to \$99,999	11%	11%	10%	13%
\$100,000 to \$149,999	17%	17%	15%	18%
More than \$150,000	14%	14%	12%	22%
Total	100%	100%	100%	100%

Engagement Participants by Age

Engagement Method	Surveys	Focus Groups	Combined Methods	Citywide Comparison (ACS 2021)
Under 18	1%	0%	1%	19%
18-25	9%	5%	10%	N/A
26-35	30%	28%	34%	N/A
36-45	16%	24%	20%	N/A
45-55	12%	23%	15%	N/A
56-65	9%	9%	10%	N/A
66-75	6%	8%	7%	N/A
Over 75	1%	2%	2%	3%
Total	83%	100%	100%	100%

PHASE I-III ENGAGEMENT-AT-A-GLANCE

ETOD RAISING THE VOLUME ON COMMUNITY VOICES

We implemented a range of strategies to hear from community members that have historically been left out and disproportionately impacted by racism, disinvestment, and displacement in Austin. Critical to our engagement strategy was turning up the volume on voices from Austin's BIPOC (Black, Indigenous, People of Color) community, low-income earners, people with disabilities, non-English speakers, transit users and elderly residents.

Engagement at-a-glance

Community Role	Outreach Types	Engagement
PHASE 1 Defining goals & objectives for the project.	Social Media Advertising Newsletters	Online Webinars Online Survey Focus Groups
PHASE 2 Vetting project goals & discussing potential policies.	Social Media Bus Placards Newsletters Community Connectors	Community Connectors Online Survey Focus Groups
PHASE 3 Confirming policy & program application or implementation.	Social Media Bus Placards CAC Briefings Newsletters Community Connectors	Community Connectors Online Survey Focus Groups

A Look at Who We Reached

Surveys

In Phase 1, we did not hear enough from our key community groups or our rider demographics. So, we pivoted before the second survey by developing targeted methods for reaching those key communities that may be outside of the traditional methods, and turning up the volume on voices that traditionally have not dominated public engagement forums.

Survey Responses

Phase 1: Identifying Goals Survey
211 Surveys Collected
This was not a diverse audience

Phase 2: Confirming Goals Survey
592 Surveys Collected
With Community Connectors, we reached more diverse audiences

Phase 3: Policy Areas Survey
281 Surveys Collected
With Community Connectors and more innovative outreach we reached our most diverse

36 Focus Groups

- 7 Spanish Groups
- 7 Small Businesses
- 1 ASL Group

Focus Groups

In our compensated focus groups we heard from 177 people most impacted by transportation infrastructure. Focus groups created space for different groups to share concerns in a way other methods don't allow. So far, our focus groups had a better participation rate than public meetings among the elderly, transit riders, and BIPOC participants. To date, \$8,819 has been paid in focus group compensation.

Community Connectors

We worked with 12 Community Connectors to help us reach people that have been historically underrepresented. Selected from over 150 applicants, Connectors were essential in sharing surveys across social media and in co-led events with CapMetro. Each Connector was vital in reaching more representative audiences and was compensated for their time and knowledge. Over \$9,000 has been paid to date for time spent sharing community experiences.

12 Community Connectors

40+ Organized Events

60% Low-Income Respondents

REACHED
230+ people

3,000+ Individual Responses

With around 60% Identifying as BIPOC

Public Outreach Engagement Summary
Equitable Transit Oriented Development

What We Heard

A closer look at community members' main priorities around ETOD issues.

Focus Group Responses

ACCESS

- "I struggle to afford housing on a fixed income, especially since I need to live central for transit. I don't know where to go, this has been my home."
- "Folks in the blind community look for bus routes when choosing housing."

INCOME

- "Getting access to affordable housing and assistance programs is hard and complicated."
- "Rents are at least \$2,500, even if you go far north or south. What can people do?"

SENIOR CITIZENS

- "Focus on offering senior residents the ability to stay and age in place."
- "We need more shaded seating areas with benches, especially for older residents."

CAC

- "The priority should be getting affordable housing and deeper tiers of housing."
- "Expanding home repair is one of the most important programs to help sustain people in place."
- "Some affordable housing is owned by people out of state. Landowners don't necessarily care about what's happening in the state they own land in."

994 TOTAL RESPONSES

Survey Responses

INCOME	SENIOR CITIZENS	RACE
40% respondents earn less than \$50,000	19% respondents over 55 years old	50% BIPOC respondents
"The city of Austin needs to remain affordable and accessible to long time residents. Rent, transit, and green spaces need to be subsidized and made a priority to keep residents from losing their homes and livelihoods."	"The needs of people with disabilities must be centered here. This includes blind people, deaf people and wheelchair users, but also cognitive disabilities and the many people who need safe, sanitary rest and bathroom areas."	"We need to preserve the small businesses especially of minority groups in Austin. It is hard with so many big businesses coming to town... maybe small minority businesses can get special loans or grants."

3 Languages

- English
- Spanish
- Hindi

Next Steps

ETOD Key Concerns

The engagement for this study informed two deliverables — the ETOD Policy Toolkit and Priority Tool which will serve as key content for the City Council-directed ETOD Policy Plan.

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 traditionally 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 BIPOC, low-income earners, people with disabilities, non-English speakers, transit users and elderly residents are heard and prioritized.

PHASE I IDENTIFYING ETOD GOALS SURVEY SUMMARY

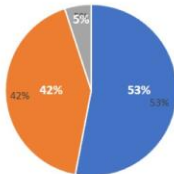
ETOD Public Input Data Summary

- **Public meeting participants**
 - 157 Total Participants
 - 80 Tuesday Nov 16, 2021
 - 77 Wednesday Nov 17, 2021
 - 5 Breakout Groups Per Meeting
 - Appx 9 ppl/room on Tuesday Nov 16
 - Appx 7 ppl/room on Wednesday Nov 17
- **Survey respondents**
 - 212 respondents between 11/12/2021 and 1/19/2022

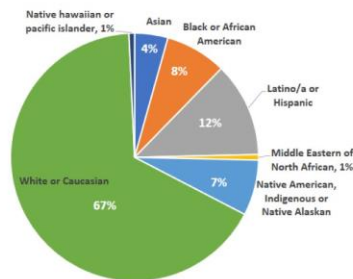


Survey Demographic Summary

Gender Self-Identity:



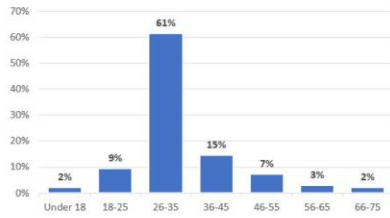
Race or Ethnicity



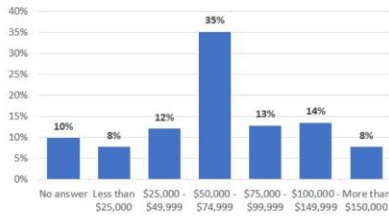
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Equitable Transit Oriented Development

Survey Demographic Summary

Age:

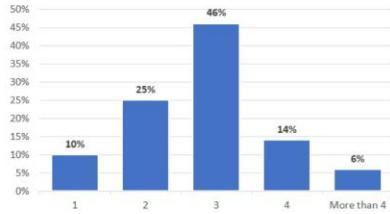


Household Income:



Survey Demographic Summary

Household Size:



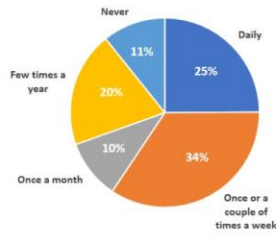
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Data Results

Stations that participants are most likely to use (times selected):



Transit use frequency:



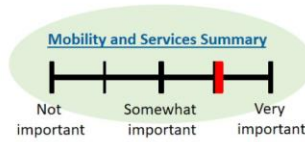
Project Connect Prior Public Meeting Participation:



Ranked Importance Statements: Mobility and Services

Mobility and Services Results by Metric

Mobility and Services Metric	Average Ranking
Making walking, biking, and public transit easy and convenient options for getting around	
Transit options to help me move around without a vehicle	
Enhancing community health through access to services and opportunities (schools, clinics, grocery stores, quality childcare, etc.)	
Having access to a variety of employment choices	
Having access to parks and open spaces	

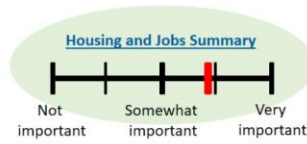


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Ranked Importance Statements: Housing and Jobs

Housing and Jobs Results by Metric

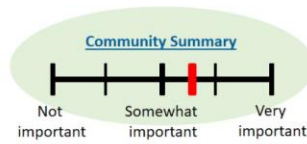
Housing and Jobs Metric	Average Ranking
Housing affordability for new and existing community members	
Proactive action/policies to prevent displacement of current residents and businesses	
Helping small businesses grow and thrive, specially those owned and/or operated by BIPOC, women, people with disabilities, and members of the LGBTQIA+ community	



Ranked Importance Statements: Community

Community Results by Metric

Community Metric	Average Ranking
Centering the aspirations and realities of historically excluded communities	
Depth and breadth of community engagement	
Maintaining the look and feel of my neighborhood	



Open-Ended Question Summary

Other important community priorities?



Open-Ended Question Summary

Previous question, ranked in order of frequency, for accessibility

- Housing
- Transit
- Access
- More
- People
- Live
- Near
- Shade
- Options
- Residents
- Users
- Areas
- Community
- Displacement
- Land
- Able
- Affordable
- Around
- Better
- Communities
- Cultural
- Ensuring
- Existing
- Food
- Healthcare
- Incomes
- MFI
- Process
- Rail
- Stops
- Those
- Voices
- Accessibility
- Affordability
- Considered
- Design
- Equitable
- Families
- Green
- Local
- Mixed
- Neighborhoods
- Opportunities
- Parking
- Public
- Renters
- Retail
- Safe
- Station
- Stations
- Through
- Urban
- Work
- Zoning
- Across
- Actually
- Air
- Airport
- Allow
- Area
- Art
- Assets
- Austin
- BIPOC
- Bonding
- Businesses
- Capacity
- Care
- City
- Close
- Connectivity
- Construction
- Core
- County
- Demolitions
- Development
- Diverse
- Drive
- During
- Engagement
- Engaging
- Environment
- Environmental
- ETODs
- Full
- Future
- Heat
- Income
- Incorporate
- Increasing
- Jobs
- Kids
- Landscaping
- Levels
- Lighting
- Listening
- Move
- Nature
- Needs
- Online
- Park
- Pavement
- Physical
- Places
- Plan
- Prioritize
- Quality
- Reduce
- Right
- Room
- Safety
- Services
- Small
- Social
- Stop
- Street
- System
- Today
- Traffic
- Trees
- Uses
- Values
- Within
- YIMBY
- Young



Open-Ended Question Summary

Participants and respondents were asked to think about the buildings, the streets, green space, and businesses around the places where you live, work/go to school, and hang out and discuss their thoughts on the following questions:

1. What is it that you like about these places?
2. What is it that you don't like, or wish was different, about these places?
3. What is it missing from these places that would make them more complete for you? (Services, housing choices, green space, transit and mobility, etc...)
4. What is the most important outcome you would like to see as a result of this ETOD study?
5. Who benefits and who is burdened by "traditional" TOD? What demographic factors should be prioritized in ETOD to achieve different outcomes? (Income, Race, (Dis)ability, Immigration Status, Gender, Age, Household/Family Size, Sexual Orientation and Gender Identity, etc.)



Open-Ended Question Summary

Question 1: What is it that you like about these places?

- An abundance of trees and greenery
- Quiet, calm, peaceful streets, where traffic noises are not above all
- Access to frequent transit
- Access by walking/biking to different places such as grocery stores, restaurants, local businesses, and trail heads nearby
- Human-scale with interesting and unique features



Open-Ended Question Summary

Question 1: What is it that you like about these places?

- Access to neighborhood parks and the Greenbelt
- Enjoyable for children
- The provision of safe crossings, wide sidewalks, and bike lanes
- Activated streets with people-watching opportunities
- Rich community resources



Open-Ended Question Summary

Question 2: What is it that you don't like about these places?

- Street Design
 - Places feel like they are designed for cars, not people
 - Sidewalks and intersections do not have adequate level of protection for pedestrians
 - High traffic speeds
 - Lack of sidewalks, connectivity, traffic calming features, and comfortable biking facilities



Open-Ended Question Summary

Question 2: What is it that you don't like about these places?

- Housing
 - Lack of variety in housing types and housing affordability in walkable areas, particularly around station areas
- Transit
 - Lack of diversity around current TODs, shade and lighting, transit access, and some amenities at some transit stops
 - Too many transfers to get where I want to go



Open-Ended Question Summary

Question 3: What is it missing from these places that would make them more complete for you? (Services, housing choices, green space, transit and mobility, etc...)

- Businesses/Mixed-Use Development
 - More flexible spaces for businesses in mixed-use developments
 - Mixed-use developments that support businesses and services reflective of the community and meet community needs
 - Neighborhood-scaled retail
 - Incentives for businesses to grow along TOD corridors
 - Better variety of housing types and housing gradients from TOD areas



Open-Ended Question Summary

Question 3: What is it missing from these places that would make them more complete for you? (Services, housing choices, green space, transit and mobility, etc...)

- Street Design
 - Better lighting, shade, and facilities for walking and biking
 - Safer streets
 - A more straightforward street network
- Access & Connectivity
 - Better walking/biking access to grocery stores and farmers markets, access to parks and medical services, first/last mile connections
 - More frequent transit and network connectivity
 - Diversity of people on the streets - Age, Race, Ability, Culture



Open-Ended Question Summary

Question 4: What is the most important outcome you would like to see as a result of this ETOD study?

- Housing Affordability
 - The availability of deeply affordable housing
 - Housing affordability for students and renters near high-frequency transit
- Multimodal Experience
 - An emphasis of the transit rider experience
 - Safer pedestrian and bicycle connectivity to transit
 - Lessen the stigma of transit riders
 - Clear communication and accessible public outreach efforts
 - Better access to health services



Open-Ended Question Summary

Question 4: What is the most important outcome you would like to see as a result of this ETOD study?

- Anti-Displacement & Preservation
 - Identification and preservation of cultural assets
 - Identify gentrification pressures and actively work against them
 - Include businesses in anti-displacement efforts
 - Preservation of the natural environment and greenspaces
 - Ongoing anti-displacement policy and effort
 - For Austin to incorporate TOD while maintaining affordable single-family homes & neighborhoods



Open-Ended Question Summary

Question 4: What is the most important outcome you would like to see as a result of this ETOD study?

- Outreach
 - Transparency
 - Clear communication
 - More inclusive outreach including people with varying abilities
- Other
 - Diversity of those living in TOD: Income, Age, Family Structure, Race, Etc.
 - TODs that encourage community
 - Sustainability, green energy, new mobility technology incorporated into TOD
 - Zoning changes extended beyond station area



Open-Ended Question Summary

Question 5: Who benefits and who is burdened by “traditional” TOD? What demographic factors should be prioritized in ETOD to achieve different outcomes?

- Easing parking requirements should be considered to encourage housing affordability
- Consider housing affordability for low income and middle income
- Protect, give visibility, and create transit connectivity to vulnerable mobile home parks
- Support for those who have been displaced
- Develop a list for those needing affordable housing
- Affordable housing considerate of life circumstances



Open-Ended Question Summary

Question 5: Who benefits and who is burdened by “traditional” TOD? What demographic factors should be prioritized in ETOD to achieve different outcomes?

- Smaller firms including minority- and woman-owned construction businesses to be hired for ETOD development
- Existing local businesses reflective of community character
- Seniors
- Vulnerable transit users and existing dependent transit users
- Displacement potential beyond station buffers
- Spanish-speaking communities
- Renters
- Young adults coming out of the foster care system
- Individuals with varying abilities
- Those displaced from last year's winter storm



PHASE II CONFIRMING ETOD GOALS ENGAGEMENT SUMMARY

1 HOW WE ENGAGED THE COMMUNITY

SURVEY

The Project Team developed the Phase II survey to gain a better understanding of how well the six established ETOD policy goals meet the needs of Austin residents. The six policy goals were determined by input gathered in the Phase I engagement cycle and establish the intended outcomes of the ETOD policy toolkit. The survey purpose was to determine if the goals directly address potential impacts of ETOD implementation and would have a positive impact on the issues facing Austin community members. The six ETOD policy goals are the following:



Enable All Residents to Benefit from Safe, Sustainable, & Accessible Transportation



Preserve and Increase Housing Opportunities that are Affordable & Attainable



Help to Close Racial Health & Wealth Gaps



Support Healthy Neighborhoods That Meet Daily Needs



Expand Access to High-Quality Jobs & Career Opportunities



Sustain Austin's Diverse Cultural Heritage & Small Businesses

The survey, provided in English and Spanish, was designed to be easy for community members to respond to quickly while providing key insights that help steer the project direction. The survey participants were asked a series of demographic questions including information about their age, household income, race and ethnicity, and frequency of transit use. Participants were then asked whether the six policy goals relating to the impact of ETOD were important to shaping their communities. Possible responses were “Yes,” “No,” and “Somewhat,” and participants were also given the option to provide an open-ended response. In general, the majority of respondents said that the policy goals were important in shaping their community. The open-ended responses were insightful and included important feedback for the ETOD study and identification of policies that meet the communities needs.

In addition to understanding the community impact of the policy goals, the survey was intended to be an opportunity to inform the public. The survey provided an overview of the ETOD study

Public Outreach Engagement Summary
Equitable Transit Oriented Development

and a description of the components of ETOD. The survey included graphics illustrating what ETOD and the outcomes of the policy goals could look like in Austin.

Sharing the Survey

The survey was hosted online from mid-April through mid-June 2022. Information for how to participate in the survey was posted to CapMetro’s ETOD study page and the Project Connect ETOD study page. The survey information was also shared through CapMetro’s social media channels. Given the channels connect to a wide audience including people living outside of Austin, the survey was a cornerstone of the tabling events to ensure we received our target audience’s input.

We scheduled tabling events based on the events’ assumed attendees and made a strategic effort to meet our target audiences in their spaces. At the tabling events, staff spoke with attendees, asked them to take the survey, and handed out brochures. The brochures served as both a method to share the survey and as an educational tool. A printed version of the survey in English and Spanish were distributed when an alternative to the online version was needed. The brochure language was provided in English and Spanish translation as well. In addition to these outreach efforts, focus group attendees were also given the survey information and encouraged to respond and share with friends. To incentive responses, survey respondents could choose to provide an email address to be entered into a raffle for a \$50 gift card.

Figure 1 Distributed brochure with information related to ETOD

ETOD Goals Metas del DEOT

- 

Enable All Residents to Benefit from Safe, Sustainable, and Accessible Transportation
Hacer posible que todos los residentes se beneficien de un transporte seguro, sostenible y accesible
- 

Help to Close Racial Health and Wealth Gaps
Ayudar a cerrar las diferencias raciales en la salud y riqueza
- 

Preserve and Increase Housing Opportunities That are Affordable and Attainable
Preservar y aumentar las oportunidades de vivienda que sean asequibles y alcanzables
- 

Expand Access to High-Quality Jobs & Career Opportunities
Ampliar el acceso a empleos y oportunidades profesionales de alta calidad
- 

Support Healthy Neighborhoods That Meet Daily Needs
Apoyar a vecindarios saludables que satisfagan las necesidades diarias
- 

Sustain Austin's Diverse Cultural Heritage and Small Businesses
Apoyar el patrimonio cultural diverso y a las pequeñas empresas de Austin

Why ETOD Matters...

Without an explicit equity framework, traditional TOD causes displacement to the people who would most benefit from investment in transit infrastructure. However, it is critical to acknowledge that past transit investments in low-income and Black and brown neighborhoods have spurred gentrification and displacement with devastating impacts on these Austin communities. Therefore, our equitable approach prioritizes low-income communities and communities of color so that they disproportionately benefit from future transit-oriented development, including access to affordable housing, essential needs, and economic opportunity.

Por qué el DEOT es importante

Sin un marco de equidad explícito, el TOD tradicional provoca el desplazamiento de las personas que más se beneficiarían de la inversión en infraestructura de transporte público. Sin embargo, es fundamental reconocer que inversiones en transporte público pasadas en vecindarios de bajos ingresos y de color han estimulado la gentrificación y el desplazamiento con impactos devastadores en estas comunidades de Austin. Por lo tanto, nuestro enfoque equitativo prioriza comunidades de bajos ingresos y de color para que se beneficien de manera desproporcionada del futuro desarrollo orientado al transporte, incluyendo acceso a viviendas asequibles, necesidades esenciales y oportunidades económicas.

ETOD

Equitable Transit-Oriented Development
Desarrollo Equitativo Orientado al Transporte

Help shape your community!

Scan below to learn about equitable transit-oriented development and take a helpful survey.



escanee aquí

CapMetro

<https://qrco.de/ETOD>



Visit ProjectConnect.com/Projects/ETOD





Figure 2 Promotional material describing components of ETOD



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

- A** **Walking, rolling, & bike facilities that feel safe**
Instalaciones para caminar, rodar y andar en bicicleta que se sienten seguras
- B** **High frequency transit options**
Opciones de transporte público de alta frecuencia
- C** **Walking & biking connections to transit**
Conexiones con transporte público a pie y en bicicleta

- D** **Affordable housing options for a diversity of families & individuals**
Opciones de vivienda asequible para una diversidad de familias e individuos
- E** **Small businesses representative of the communities they serve**
Pequeños negocios y empresas representativas de las comunidades a las que prestan sus servicios
- F** **Active public spaces that are useful to everyone in the community**
Espacios públicos activos que son útiles para todos en la comunidad

- G** **Workforce development**
Desarrollo de la fuerza laboral
- H** **Support for prospective & current homeowners**
Apoyo a futuros y actuales propietarios de viviendas
- I** **Access to essential needs**
Acceso a necesidades esenciales
- J** **Support of legacy businesses**
Apoyo a empresas con legado establecido

Survey Participants

The survey garnered 1,312 responses. From those responses, 502 lived in zip codes within CapMetro’s service area. The large number of responses from people outside of the service area was likely due to the survey information being shared through social media channels. The three demographic questions regarding age, household income, and race and ethnicity were optional and included a “Prefer not to answer” option. These demographic questions help determine whether the study’s commitment to reaching and hearing from our target audiences was successful.

Age

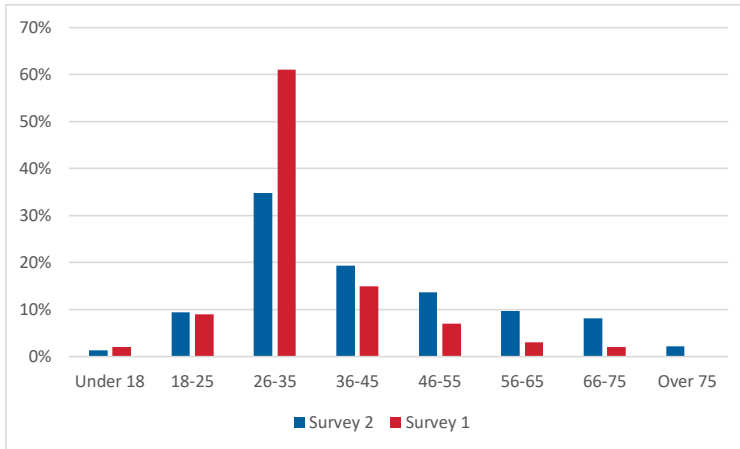
The age of survey participants ranged from under 18 to over 75 years old and were generally distributed across the age ranges. The group with the greatest representation was the 26-35 years cohort, with 175 participants or 35% of all responses. The ages of participants were much more evenly distributed across age categories than the first survey hosted in Phase I round of engagement, in which 61% of respondents were between the ages of 26 and 35. Importantly, this round of survey responses incorporated more responses from the elderly community – survey participants between the ages of 66-75+ made up 10% of respondents. The age spread across respondents more closely aligned with the study’s goals of elevating voices across the age spectrum than in the Phase I survey. The age of survey participants is summarized in the table and figure below.

Table 1 Distribution of survey respondents by age group

Category	Survey #2 Count	Survey #2 Percent
Under 18	7	1%
18-25	47	9%
26-35	175	35%
36-45	97	19%
46-55	69	14%
56-65	49	10%
66-75	41	8%
Over 75	11	2%
Prefer not to answer	6	1%
Total	502	100%

Public Outreach Engagement Summary
Equitable Transit Oriented Development

Figure 3 Survey respondents by age



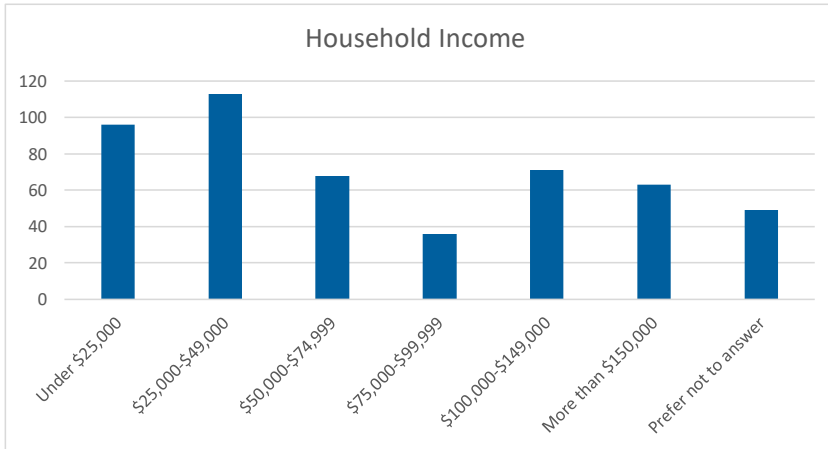
Income

While the household income of survey participants ranged from under \$25,000 to over \$150,000, participants making less than \$75,000 represented over half (56%) of the survey respondents. The number of participants with a household income of less than \$50,000 was over 40%, which was more than double the share from the Phase I survey responses. The representation of lower-income residents in this survey more closely aligned with the project’s commitment to elevating lower-income residents’ voices than in the first round of surveying. The household income of respondents is summarized in the table and figure below.

Table 2 Distribution of survey respondents by income

Category	Count	Percent	Survey 1 Percent	Austin*
Under \$25,000	96	19%	8%	14%
\$25,000-\$49,999	113	23%	12%	18%
\$50,000-\$74,999	68	14%	35%	17%
\$75,000-\$99,999	36	7%	14%	13%
\$100,000-\$149,000	71	14%	13%	18%
More than \$150,000	63	13%	8%	20%
Prefer not to answer	49	10%	10%	N/A
(Blank)	6	N/A		N/A
Total	496	100%	100%	100%

Figure 4 Survey respondents by income



Race and Ethnicity

Participants were asked to provide their ethnicity and select all that apply from the following groups: “Asian or Pacific Islander,” “Black or African American,” “Hispanic or Latino(a),” “Native American,” and “White.” Because participants were allowed to select multiple categories, the total number of identifications with a race or ethnicity (541) was greater than the number of survey responses (502).

The racial and ethnic demographics of survey respondents aligned with Austin’s population demographics. People who identified as White, including both Hispanic White and non-Hispanic White, made up slightly over half of survey respondents, while people who identified as Hispanic made up one-third of respondents. People who identified as Asian or Pacific Islander, or Black or African American, made up 8% and 13% of survey respondents, respectively. Two percent of respondents identified as Native American. This was a significant improvement over the first round of the survey where two-thirds of respondents identified as White and nearly all other groups were underrepresented. The racial and ethnic identities of respondents are summarized in the table below.

Table 3 Distribution of survey respondents by race and ethnicity

Category	Count	Percent	Survey 1 Percent
Asian or Pacific Islander	40	8%	--
Black or African American	61	13%	8%
Hispanic or Latino(a)	162	34%	12%
Native American	10	2%	7%
White	244	52%	67%

Public Outreach Engagement Summary
Equitable Transit Oriented Development

Asian	--	--	4%
Native Hawaiian or Pacific Islander	--	--	1%
Middle Eastern or North African	--	--	1%
Prefer not to answer	18	4%	--
Other	6	1%	--
Total	541	115%	100%

Transit Use

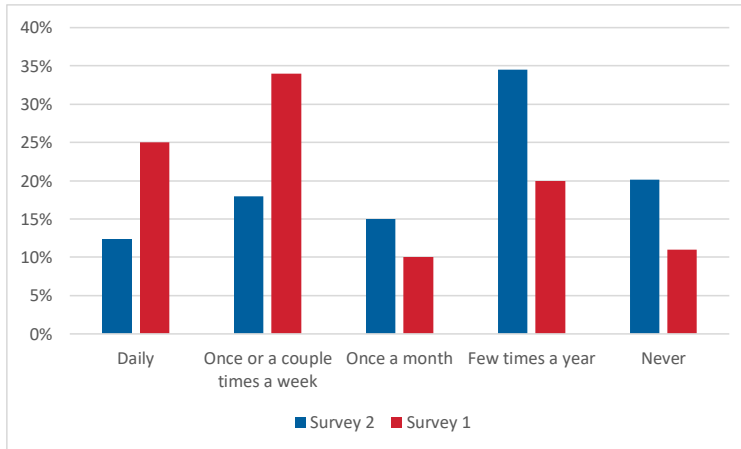
Transit use amount among survey respondents was more common than not. Just under half of survey respondents identified as transit users. Nearly a third of respondents answered that they used transit at least weekly. One-fifth of respondents indicated that they never use transit. Transit ridership was more prevalent among Phase I survey participants. While transit ridership among respondents was less than in the Phase I survey, transit users were still more represented than those who never used transit. This range of transit users offered an ideal range of perspectives concerning the policy goals. Participants’ frequency of transit use is summarized in the table and figure below.

Table 4 Distribution of survey respondents by transit use

Category	Count	Percent	Survey 1 Percent
Daily	62	12%	25%
Once or a couple times a week	90	18%	34%
Once a month	75	15%	10%
Few times a year	173	35%	20%
Never	101	20%	11%
Total	501	100%	100%

Public Outreach Engagement Summary
Equitable Transit Oriented Development

Figure 5 Survey respondents by transit use



TABLING

Tabling gave the Project Team the chance to meet Austinites where they already are. The Project Team worked alongside Capital Metro staff to set up ETOD tabling at events targeting our priority communities as attendees across the city. The ETOD tabling effort included passing out ETOD brochures, assisting attendees to take the survey (with print and online versions available), and talking with attendees about the ETOD effort and how they can continue to stay involved. Capital Metro swag was given away to those who participated in the survey which included but not limited to sunglasses, toys, tote bags, and t-shirts.

Given the strategic effort to attend events catered towards our priority communities, tabling events allowed the Project Team to increase survey participation among those key communities. This helped combat the potential for white and affluent survey participants to be overrepresented given the nature of access to the internet.

Figure 6 Photo of Tabling Event led by CapMetro



COMMUNITY FOCUS GROUPS

Approach

The project team designed the Phase II Focus Groups framework to ensure that participants had an opportunity to provide in-depth feedback. The conversational nature of the focus groups meant that the team was able to capture community sentiment about key topics by asking a few opening questions. These conversations were rich in insights and nuance in a way not captured by public meetings and surveys. Between late April and May 2022, the Project Team hosted a total of 11 Community Focus Group meetings including two sessions held in Spanish.

Participants

The community focus groups consisted of two key groups – Grassroots and Grasstops. Table 5 further describes the participants, demographic composition, and compensation for the Grassroots and Grasstops focus group participants. While these groups were originally intended for separate focus group meetings, participation was blended across the meetings to better accommodate scheduling challenges for participants.

Public Outreach Engagement Summary
Equitable Transit Oriented Development

The Project Team met with 53 community members representing over 25 community organizations (Table 5). All participants in the Community Focus Group meetings were compensated with a \$50 gift card for one hour of interview time.

Table 5 Composition of focus groups

Focus Group	Description	Demographic Composition	Compensation Model
Grassroots	Public participants recruited from Connectors, survey, and Round 1 outreach. Examples include Community Connectors, people the Community Connectors invite, and members of the public recruited from survey and word-of-mouth outreach.	Recruiting priority populations with a goal to increase representation of minority groups and meet or surpass city-at-large demographic makeup	All participants were offered a \$50 gift card for one hour of interview time.
Grasstops	Employees of non-government organizations (NGOs) and informal advocacy organizations. Examples include minority chamber of commerce groups, disability advocates, Latinx community advocates, etc.	Not recruiting with a goal of a particular demographic makeup (though participants often speak for the interests of traditionally under-represented groups)	All participants were offered a \$50 gift card for one hour of interview time.

Public Outreach Engagement Summary
Equitable Transit Oriented Development

Format

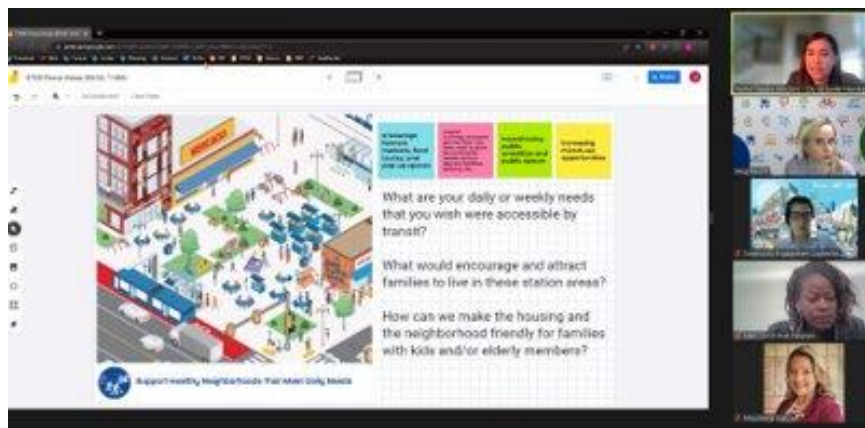
While the ETOD team was planning Phase II, Austin was recovering from a spike in COVID-19 cases due to the 2022 Omicron variant. Phase I focus group participation did not suffer from online format so the team opted to host all the meetings online. This had the added benefit of helping to collect the following demographic information at registration while also accommodating the participants’ busy schedules.

Table 6 Schedule of focus groups

#	Date	Language	# of Attendees	Community/Representatives
1	Thursday, April 28 at 12-1PM	English	4	UT Students
2	Wednesday, May 11 at 2PM – 3PM	English	5	ADAPT of Texas, ACC Student, Dove Springs Proud, Community Connector
3	Thursday, May 12 at 2PM – 3PM	English	3	American Gateways, National Federation of the Blind
4	Thursday, May 12 at 7PM – 8PM	English	2	Communities In Schools Of Central Texas, Chariot (formerly Drive a Senior Central Texas)
5	Wednesday, May 18 at 11AM – 12PM	English	14	Black Leaders Collective, Austin Urban League, ACC Student, Vivent Health, Sober Living Communities, ADAPT of Texas, etc.
6	Thursday, May 19 at 11AM – 12PM	English	8	Austin Area Urban League, Colony Park
7	Jueves, 19 de mayo a las 2 PM – 3PM	Español	4	Todos Juntos Learning Center, Austin Voices
8	Wednesday, May 25 at 11AM – 12PM	English	3	Chariot, ACC Students, Austin Area Urban League, Recovery Assisted Living
9	Miércoles, 25 de mayo a las 2 PM- 3PM	Español	5	Madre de Familia, Austin Voices, Con Mi Madre
10	Thursday, May 26 at 11AM – 12PM	English	5	Community First Village Resident, Colony Park
11	Friday, May 27 at 3:30PM - 4:30PM	English	12	Austin Urban League Unhoused Committee
		Total:	53	

To best emulate the experience of an in-person workshop and live collaboration, the Project Team used an online Google product, Jamboard, to facilitate discussion. The Jamboard allowed for real time participation and an interactive element during the discussion. Additionally, the Jamboard tool created a physical copy of participants’ feedback that is easily referenced post-meeting.

Figure 7 Photo of focus group held online



LOCAL BUSINESSES

To ensure the recommended ETOD policies uplift Austin’s local economy, the Project Team incorporated small business owners into their outreach strategy for Phase II. The core strategy for engaging small business owners was to engage them through focus group meetings. The focus groups were held from late May to June 2022 in the same manner as those for the Community Focus Group meetings. The Project Team held 4 Local Businesses Focus Group meetings with 17 participants that represented over 8 small business-related organizations including the Asian and Hispanic Chamber of Commerce. These meetings were held virtually and included an interactive Jamboard for attendees to interactively provide feedback. Small business owners and the Chamber representatives provided their direct experience and insights as to how ETOD can better support local businesses.

To recruit participants for the Small Businesses, Focus Group meetings as well as share project awareness and access to the survey, the Project Team reached out to listserves of small business owners.

Public Outreach Engagement Summary
Equitable Transit Oriented Development

Table 7 Schedule of small business owner focus groups

#	Date	Language	# of Attendees	Community/Representatives
1	Thursday, May 26 at 8AM – 9AM	English	2	Greater Austin Asian Chamber of Commerce Greater Austin Hispanic Chamber of Commerce, Better Business Bureau
2	Friday, June 10 at 9AM - 10AM	English	5	Engineering/Planning/Construction Firms, Mama Mangos Care
3	Friday, June 10 at 10AM - 11AM	English	4	Engineering/Planning/Design Firms
4	Friday, June 10 at 12PM - 1PM	English	6	Engineering/Planning Firms, Janitorial Services, Local Restaurant
		Total:	17	

DEVELOPERS

To gain a critical understanding of the needs and impacts of the ETOD policy toolkit on housing and development in Austin, the Project Team made a strategic decision to engage the developer community in Phase II. The Project Team held one-on-one meetings both in-person and virtually to garner candid experiential feedback from Austin developers that informed the ETOD policy toolkit. The meetings were held between May and June 2022 and included attendance by 19 local leaders, executives, and experts in the following categories:

Market Real Estate Developers (5 meetings): Leadership from private developers with expertise in commercial and residential construction in Austin.

Affordable Housing & Community Service Providers (10 meetings): Leadership from (1) non-profit housing developers with experience working with local public agencies on Austin affordable housing projects and (2) organizations that serve historically marginalized communities in Austin through affordable housing, senior housing, accessible housing, homelessness services, and more.

Legal & Industry Experts (4 meetings): Thought leaders in the field of Austin and Texas zoning regulation and housing legislation.

COMMUNITY CONNECTORS

Moving Towards a Community Co-Designed Approach

Understanding the engagement gaps present in the Phase I engagement cycle, the Project Team sought to incorporate more community-rooted engagement strategies to better reach the project's priority communities across Austin. A primary effort in this change of approach included working with 12 compensated Community Connectors, paid \$25 per hour, who each represent unique networks around the city, and who consistently connect with those networks to share and collect information about ETOD priorities, concerns, and aspirations. Throughout Phase II, Community Connectors not only engaged with their networks, but also regularly attended Project Workshops, inputting ideas and considerations essential to guiding the direction of the ETOD policy, design, and programs.

Community Connectors Selection Process

Selected from a competitive pool of over 150 applicants across Austin, each of the 12 selected Community Connectors have continuously engaged residents and businesses to ensure historically disenfranchised communities are represented in the ETOD planning process. The focused Community Connector selection process weighted the geographic, socioeconomic, demographic, and lived experiences of each applicant to ensure that the final team of Community Connectors represented a range of historically underrepresented communities that could be consistently engaged throughout this process. Our selected team of Connectors represent everyone from longtime Austinites, to populations who don't speak English as a first language; from Austin's deaf community to Austin's LGBTQ+ community; from disability rights advocates to students and faculty. Overall, these Community Connectors are helping shape ETOD policy, programs, and frameworks to lessen the displacement of local communities, preserve and encourage more housing affordability, stimulate small business growth, and create a more equitable quality of life for all regardless of race, income, abilities, or background. Each of the 12 Community Connector profiles are detailed below:

Public Outreach Engagement Summary
Equitable Transit Oriented Development



Gabriel Arellano

Gabriel Arellano has lived in Austin for a total of 5 years, and is the founder of STEM, an organization promoting education within Sign Languages. He represents the South Austin neighborhood, Deaf/ASL Communities, and is a part of TADSC (Texas Deaf Senior Citizens)



Kathryn Broadwater

Kathryn Broadwater has lived in Austin for 5 years, and is currently working as a paralegal. She rides transit routes Burnet/South Lamar Route 803, and 300. Kathryn represents the South Austin neighborhood and is a part of the Mayor's Committee for People with Disabilities and Project Connect Advisory Committee.



Gavino Fernandez Jr.

Gavino Fernandez Jr. has lived in Austin for 67 years and has been committed to community advocacy across the city for many decades. Gavino works with 8 Neighborhood Associations and understands the need for innovative engagement to address hardships exacerbated by the pandemic.



Odett Garza-Witherspoon

Odett Garza-Witherspoon has lived in Austin for 14 years, and is currently working at Austin Community College. She represents the Southwest Austin neighborhood and works with many different communities throughout Austin and sees first hand how the current state of Austin's public transportation affects people throughout the city.




Ariel Marlowe

Ariel Marlowe has lived in Austin for over 2 years, and has previously worked in education and recreation. While his main mode of transit is biking and he devotes much of his time to organizations like Black History Bike Ride, Austin's Yellow Bike Project, and Explore Austin, Ariel believes that public transit provides opportunities for community members to feel free!



Leland Murphy

Leland Murphy has lived in Austin for 3 years, and is currently a Resident Assistant at the University of Texas at Austin. He rides the transit lines 1, 3, 801, and 803 frequently. Leland represents the student body at UTexas Austin and is a part of the Senate of College Councils, Texas Blazers, Always Texas, and Students for Financial Relief.



Pierre Nguyen

Pierre Nguyen has lived in Austin for almost 5 years. He is in the Coast Guard Reserves and works for a private ambulance company and a local nonprofit. Pierre is also a current student at a local community college. He currently resides in the Walnut Creek/Eubanks Acres neighborhood. He regularly volunteers and is a part of many organizations, which include local Neighborhood association, being a mentor for Big brothers and big sisters, and several others.



Rashmikant Shah

Rashmikant Shah has lived in Austin for 4 years, and is a retired Energy Engineering Coordinator. He represents the Asian Indian community, and is a part of an Asian Senior citizen group and volunteers for the Homeowners Association in Cedar park Texas.

Public Outreach Engagement Summary

Equitable Transit Oriented Development



Stephanie Trevino

Stephanie Trevino is a native Austinite currently working for the City of Austin in the Austin Public Health Department. She is a resident of Dove Springs (78744), and is a part of Chi Upsilon Sigma National Latin Sorority, Inc., Safe Kids Austin Coalition, National Community Health Worker Association, Texas Association of Community Health Workers, and Austin NAACP Chapter.




Stephanie Webb

Stephanie Webb is a native Austinite who has spent most of her life here. She currently works as a freelance researcher and maintains a blog on race and the built environment, *DecipherCity.Org*. Stephanie rides the transit routes 300, 310, 20, 7, 350, and 311 lines frequently, and is also a resident of the East Riverside/Oltorf Neighborhood Planning Area.



Naomi Wilson

Naomi Wilson has lived in Austin for the majority of her life. Naomi is a community advocate who recently founded Black Trans Leadership of Austin, a new Black and Transgender needs-focused nonprofit. Naomi also consults with Transgender Wellness, a program from Outyouth. She frequently rides the 3 and 333 transit lines.



Fabian Wood

Fabian Wood has lived in Austin for 11 years, is currently working in the mental health field as an executive director of a local nonprofit and consulting on mental health equity. He rides the transit routes 10 and 1 periodically. Fabian represents the African American community, and is a part of the D. Wood Foundation and the Austin-Area African American Behavioral Health Network.

Training & Ongoing Touch Points

To ensure adequate preparation for fieldwork and ongoing outreach, Community Connectors attended two virtual training sessions centered on introducing ETOD concepts, vocabulary, different engagement strategies, and level setting expectations for the program. Throughout both sessions, Community Connectors were able to not only acquaint themselves with the Project Team at large, but also develop rapport as a cohort, finding points of connection and opportunities for combined outreach efforts with one another. In addition to these initial two, 2-hour sessions bolstering the majority of “formal” training, monthly 1:1 conversations were also held between one Project Team member and one Community Connector to offer a candid channel for feedback and to solicit thoughts on program improvements that could be implemented throughout the course of Phase II and ongoing iterations. All-Connector meetings were also held regularly at the end of each month to ensure Community Connectors had a space to collectively share insights on outreach strategies and discuss their thoughts on current happenings related to ETOD across their Austin communities.

In addition to receiving compensation for all outreach and engagement efforts, the Project Team also compensated Connectors for any time spent on trainings, post-training exercises, or monthly meetings. Understanding that for most Connectors, this program is an added commitment to their already bustling schedules, it was essential to ensure their time was adequately valued so as to avoid becoming an added burden, but rather a unique employment and community outreach opportunity.

Figure 8 Image of virtual session for Community Connectors



Community Connector Engagement

Understanding the different existing knowledge and expertise shared among this Community Connector cohort, each individual was presented with different engagement avenues to choose between based on approaches they thought would work best for their communities. Connectors were able to have candid conversations with friends and neighbors, attend programmed tabling events, collaborate on focus groups led by the Project Team, or attend ongoing activities and events in their neighborhoods. All feedback, comments, and efforts were documented in “Event Logs”, tailored to the input approach of each Connector. For those that preferred to write longer accounts of interactions, Word Document templates were used, and for others who preferred a more regimented entry system, a categorized spreadsheet was provided.

Engagement findings based on submitted Event Logs indicate that without including additional outreach efforts from project-wide tabling events, Community Connectors engaged with 313 Austinites while reaching over 3,000 more via email or social media. More specifically, Connectors held:

31 one-on-one conversations reaching 81 people

10 community gatherings or small group events reaching 232 people

Events attended or hosted by Connectors include:

- ASL Earth Day Event at Rio Grande
- Millennium Skate Night
- ACC Accelerator
- Rundberg Youth Summit
- Montopolis Resource Fair & Celebration
- Asian American Community Health Fair

Public Outreach Engagement Summary
Equitable Transit Oriented Development

Older Americans Month Event
Avance Graduation at River Oaks ES
Blackstar Co-op
APH Pre-Juneteenth Event

Figure 9 Community Connector during CapMetro Tabling Event



BOARD COMMITTEES AND COUNCIL COMMISSION BRIEFINGS

Throughout the course of the engagement process the ETOD Project Team engaged with a variety committees and city commissions via regularly scheduled meetings as well as ETOD specific presentations. These groups included:

- African American Resource Advisory Commission
- Asian American Quality of Life Advisory Commission
- Bicycle Advisory Council
- College Student Commission
- Commission on Immigrant Affairs
- Commission on Aging
- Community Development Commission
- Early Childhood Council
- Environmental Commission
- Hispanic/Latino Quality of Life Resource Advisory Commission
- Pedestrian Advisory Council
- Planning Commission

Public Outreach Engagement Summary

Equitable Transit Oriented Development

- Small Area Planning Joint Committee
- Urban Transportation Commission
- Zoning and Platting Commission
- Access Committee
- Planning, Sustainability, Equity & DBE (PSEC) Committee
- Customer Satisfaction Advisory Committee
- DEI Steering Committee Meeting
- DEI Advisory Meeting

AUSTIN INDEPENDENT SCHOOL DISTRICT

The Project Team connected with the Austin Independent School District's Parent Support Specialists (PSS). The PSS work generally with Spanish-speaking parents and represent 64 Title I campuses. The Project Team joined the PSS virtual meetings on May 12, 2022, and January 10, 2023, to bring awareness of the ETOD planning efforts, recruit community focus group participants, and share the online survey.

2 WHAT WE HEARD

SURVEY INSIGHTS

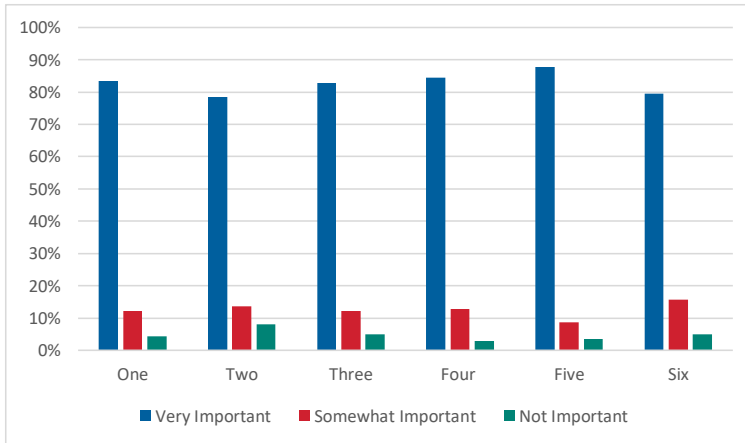
ETOD Policy Goals Impact

Survey respondents overwhelmingly agreed that policy goals would impact their community. For each of the six goals, participants were asked “How important is this goal in shaping your community?” with the option to answer, “Very Important,” “Somewhat Important,” or “Not Important.” Participants overwhelmingly indicated that the goals were “Very Important,” with some slight variation between goals. Goal 5 generated the greatest support among participants, with 88% indicating that it was “Very Important.” Goals 2 and 6 were the least popular by this metric, with 79% of participants indicating the same. However, the range in opinion was relatively small and support for the goals was strong across the board. Respondents were also much more likely to indicate that a goal was “Somewhat Important” than “Not Important.” Participants’ response rate to the goal questions are summarized in Table 8 and Figure 10 below.

Table 8: Policy Goal Support

Goal	Very Important	Somewhat Important	Not Important
1. Enable All Residents to Benefit from Safe, Sustainable, and Accessible Transportation	83%	12%	4%
2. Help to Close Racial Health & Wealth Gaps	79%	14%	8%
3. Preserve & Increase Housing Opportunities that are Affordable & Attainable	83%	12%	5%
4. Expand Access to High-Quality Jobs & Career Opportunities	84%	13%	3%
5. Support Healthy Neighborhoods That Meet Daily Needs	88%	9%	4%
6. Expand Austin’s Diverse Cultural Heritage & Small, BIPOC-owned, and Legacy Businesses	79%	16%	5%

Figure 10: Policy Goal Support



Open-Ended Responses

To ensure we heard the community's full thoughts concerning the ETOD policy goals, the survey included an open-ended response section for each of the policy goals to allow participants to provide additional insights. A total of 554 comments were left on qualifying survey responses. The responses were categorized into twelve main categories, including nine themes, a category for general support, a category for general dissent, and a miscellaneous category. Comments were coded according to which themes they most strongly pertained and in the absence of obvious categorization were coded as general support, general dissent, or miscellaneous. Each comment was coded to at least one category and some comments were coded to multiple themes. The categories are detailed in

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Table 9 below.

Goals Survey Insights:

- Goal 1 - Enable all Residents to Benefit from Safe, Sustainable and Accessible Transportation received the most comments, likely due in part to its place as the first option to provide a comment.
- Goal 3 - Preserve and Increase Housing Opportunities that are Affordable and Attainable also received a significant number of comments.
- Goal 6 - Expand Austin's Diverse Cultural Heritage & Small, BIPOC-owned, and Legacy Businesses. Figure 11 demonstrates the number of comments received by goal.

Themes Occurring:

- The most common theme addressed in the comments was Expanded & Enhanced Transit Service at 16%, followed by Business and Economic Opportunities at 12%. The theme with the fewest comments was Urban Design, Character & Preservation with 5%. Many themes dominated a specific goal but were less commonly referenced in response to other goals. For example, Active Transportation Safety & Infrastructure was referenced in 45 comments responding to Goal 1 and a total of 19 other times across the other five goals. This finding aligns with the wording of each goal.
- The comments coded as General Support and General Dissent were more evenly spread across the goals; the slight exception being that Goal 5 - Support Healthy Neighborhoods That Meet Daily Needs garnered 20 General Support comments, nearly double the number for any other goal. General Support comments outnumbered general dissent comments over 4 to 1. See Figure 12 below for a breakdown of the prevalence of each theme.

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Table 9: Comment Themes and Descriptions

#	Theme	References
1	Displacement, Gentrification & Affordability	Displacement and its risks, the effects of gentrification, and the impacts of the housing affordability crisis
2	Land Use, Zoning, Parking & Density	Exclusionary zoning practices, mixed-use development, parking lots, street parking, and impacts of development density
3	Expanded & Enhanced Transit Service	Transit, including its importance, its relationship to other aspects of ETOD, service issues, and requests for new stops or lines
4	Active Transportation Safety & Infrastructure	Walking, biking, sidewalks and bike lanes
5	Providing Affordable Housing & Housing increases	Need for or impacts of increasing the amount of housing and increasing housing affordability
6	Social Equity	Concern for the opportunities, outcomes, and mobility options for People of Color, the elderly, children, people with disabilities, and other historically disadvantaged groups
7	Safety (Personal, Traffic) & Health	Traffic safety issues especially as they relate to experiences as a pedestrian or cyclist, personal safety issues including experience with or fear of assault, access to healthcare, and how ETOD may impact the health of communities
8	Business & Economic Opportunities	Business opportunities (especially for small businesses), preferences for commercial establishments, types of jobs provided through ETOD, and access to jobs through transportation
9	Urban Design, Character & Preservation	Street or building design, the relationship between architectural and design elements (especially ETOD elements and the existing urban fabric), and preservation of existing buildings and infrastructure
10	General Support	Comments in support of the project that did not reference specific concerns
11	General Dissent	Comments dissenting to the project that did not reference specific concerns
12	Misc.	Comments that were constructive but did not fit any of the above themes and comments as well as non-constructive comments (e.g., "N/A")

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Figure 11 Total comments received by goal

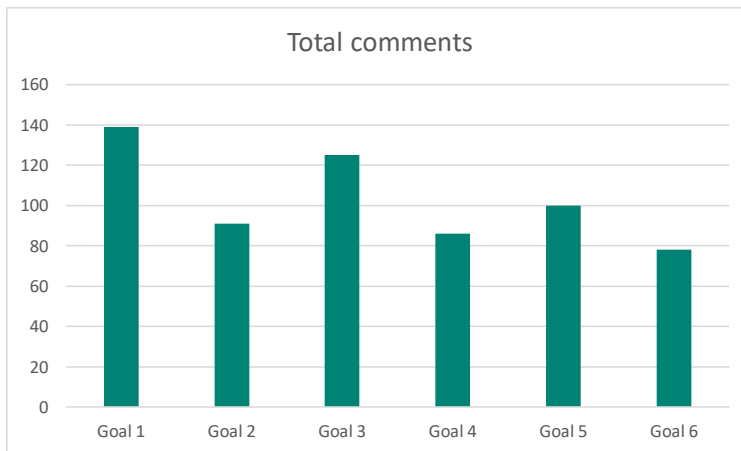
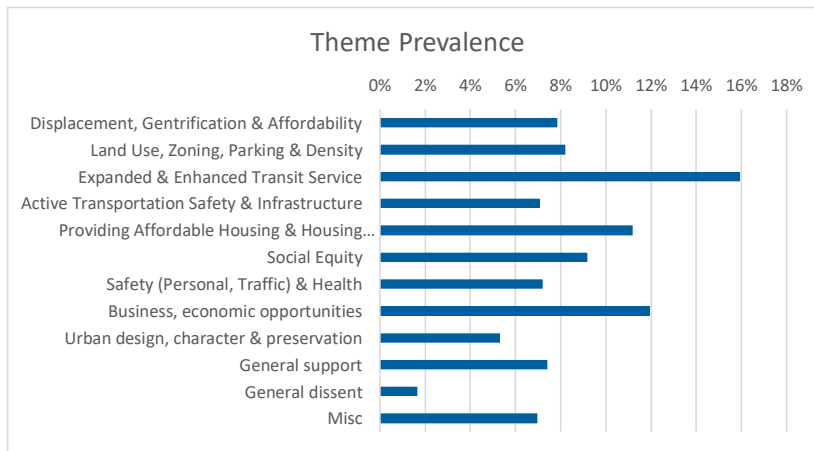


Figure 12 Theme Prevalence



The most common theme addressed in the comments was **Expanded & Enhanced Transit Service** at 16%, followed by **Business and Economic Opportunities** at 12%. The theme with the fewest comments was **Urban Design, Character & Preservation** with 5%. Many themes dominated a specific goal but were less commonly referenced in response to other goals. For example, Active Transportation Safety & Infrastructure was referenced in 45 comments responding to **Goal 1** and a total of 19 other times across the other 5 goals. This finding aligns with the wording of each goal.

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Key comments were identified that provide a range of perspectives in response to the project goals. Comments that provide specific and actionable policy or design suggestions were also identified.

In general, participants support the following statements, and their supporting comments are also provided below:

Increasing the frequency, accessibility, and quality of transit service

“Transit schedules should also expand if possible, to accommodate people who work late or have a hard time getting home after a night out.”

“Really essential that Cap Metro goes in the direction of greater, not lesser accessibility. I almost lost my neighborhood stops in the last revamp of routes and had to fight to keep them.”

“Frequency is the most important issue. The bus doesn’t operate enough to generate public interest in using them. It is still much faster to use a car.”

“Transit should enable access in all directions, not just to a central hub (i.e., Republic Square).”

Making walking, rolling, and biking safer and easier through physical infrastructure investments

“If Austin had more safe biking infrastructure (bike lanes divided from cars with barriers), I would be able to bike nearly everywhere I want to go as this is a geographically small city.”

“Please use more healthy streets and car free streets to allow us to walk safely given the lack of sidewalks in many neighborhoods.”

“Traffic calming measures and complete streets, with physically protected bike lanes and raised crosswalks show that cars are guests in these areas”

Ensuring that the needs of historically disadvantaged populations are addressed

“The needs of people with disabilities must be centered here. This includes blind people, deaf people, and wheelchair users, but also cognitive disabilities and the many people who need safe, sanitary rest and bathroom areas.”

“What is being done to document and assist the minority community that has been displaced from Central East Austin? Most homes in my neighborhood are worth \$500K- \$1Million without a way to assist senior or low-income communities in this area.”

Increasing the availability of housing, housing options, and ensuring housing is affordable

“Austin’s growing cost should be a warning sign. We need to follow a Montreal style design with more ‘Missing Middle’ homes to provide affordable housing to younger people.”

“Encourage dense development to provide as many units as possible - make sure a certain percentage of them are affordable in exchange for developer entitlements.”

Providing opportunities to new small and/or local businesses

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

“We need opportunities for innovative small business minded people, especially young people, creativity in everyday life skills.”

“Small businesses are the backbone of good transit-oriented development. Plus placemaking, art, and community centers that enhance our city and our cultural heritage.”

“Should help small businesses not conglomerates”

Participants held more varied opinions on:

The preservation of existing housing that may be replaced with other development, including higher density and/or more affordable housing

“I worry about the word “residents” and hope that this can be interpreted as “as many people as possible.” A crucial element of ETOD is allowing for as many people as possible to live within walking distance of high-quality transit and for a majority of our region’s growth to be allowed to occur where affordable, low-carbon lifestyles are possible... The City of Austin, ATP, and Capital Metro should be welcoming and inclusive to all the people of the region, not just existing residents.”

“Affordable housing is very important, at a range of moderate and low income levels, but not at the expense of displacing legacy residents”

“The affordable housing we build and preserve needs to be dense and make good use of the land. Preserving low density housing near transit would be a mistake.”

The preservation of existing businesses, including those that are small and/or local, that may be replaced with other development

“My community is not going to get a transit station. I don’t think cultural heritage and small business opportunities need to be focused at transit stations.”

“It is just as important to enable new businesses - local or not - to thrive. Compromising our transit system and the other ETOD goals just to preserve some supposed “iconic” businesses mostly just panders to people who oppose transit.”

“We need to preserve the small businesses especially of minority groups in Austin. It is hard with so many big businesses coming to town and rent/property becoming more expensive. Maybe small minority businesses can get special loans or grants.”

Many participants simply note a lack of infrastructure, service, or affordability without commenting further on the goal or providing suggestions:

“I live in an area that has no sidewalks, no bus stops, and no rail.”

“Unable to afford housing on two incomes”

“Transit does not feel easily accessible where I live.”

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Some participants supported the goals on paper but were concerned about their implementation. One participant writes:

“No me queda claro COMO van a hacer esto? Podemos decir que el objetivo va a resolver problemas en teoría, pero quien sabe como sin dar mas información.”
(Translation: “It is not clear to me HOW you will do this? We can say that this goal will solve problems theoretically, but who knows without all the information.”)

Many participants included recommendations for policies to be considered. Actionable policy recommendations are summarized below and categorized according to the ETOD policy toolkit themes:

Business & Workforce Development

- Develop an app that highlights local businesses near each bus stop
- Remove parking minimums for commercial and office space
- Provide relocation or colocation assistance to small businesses that will be displaced by development
- Provide special loans or grants for small, minority-owned businesses
- Require new developments to provide concessions (such as retail space, parking, dumpster access, etc.) to local small business
- Provide a program where local businesses can register for benefits
- Eliminate parking minimums for commercial developments
- Provide small spaces for incubator businesses

Housing affordability

- Provide 3–4-bedroom options in affordable housing
- Avoid attaching conditions to density in development
- Reconsider what constitutes "affordable" - 80% Median Family Income (MFI) not as affordable as 50-60% MFI
- Provide purchasing options in new affordable housing developments
- Leverage PPPs to advance affordable housing and other services

Mobility

- Add lighting and emergency call buttons to transit stops
- Provide protected sidewalks
- Issue tickets for parking and loading in bike lanes
- Provide grade-separated right-of-way
- Design car-free pedestrian/transit malls
- Divert taxpayer funds from roadway projects and towards transit
- Expand transit schedules to accommodate those who commute at "non-peak" hours
- Display stop information in the bus
- Have businesses and facilities provide bus passes/discounts

Land Use & Urban Design

- Eliminate parking minimums (echoed by many participants)

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

- Eliminate Subchapter F
- Eliminate Neighborhood Conservation Combining Districts
- Reduce/eliminate setbacks
- Eliminate single-family house zoning.
- Reduce but do not eliminate parking to avoid overcrowding transit
- Limit FAR.
- Exclude compatibility and exclusionary zoning from TOD
- Convert 2-way streets to 1-way to allow for street parking, which enables a variety of housing options
- Remove parking minimums for commercial and office space
- Eliminate cul de sacs
- Eliminate security fences around apartments
- Zone for small grocery stores
- Eliminate neighborhood parking program
- Do not provide parking at station areas
- Provide commercial space for daily uses at station areas (e.g., grocery, pharmacy as opposed to medical)
- Preserve natural features - vegetation and water
- Provide shade
- Prioritize small square footage commercial spaces

Real Estate Strategies

- Divert funds from homeless agencies to Section 8 assistance

FOCUS GROUP INSIGHTS

Key Concerns

The following addresses key concerns heard from the community and small businesses focus group meetings. The Project Team found that the key concerns and solutions offered in Phase I were further elaborated in the Phase II focus group meetings.

Rising Rent

Phase I Concern: Rising Rent

Focus group participants expressed that the pace of rent increase feels out of control for both commercial and residential properties.

Phase II Elaboration:

- Perception that development is responsible for driving up prices

- Frequently mentioned frustration that newcomers are responsible for displacement

- The way MFI is calculated does not reflect reality of being low-income in Austin

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Waitlist for affordable housing is too long

Incomes are too low

People are moving away from (or not coming to) Austin due to affordability challenges

Not enough diversity in housing types (especially affordable housing), lack of family housing

Lack of awareness of affordable housing

Phase I Solutions Offered:

Participants offered several suggestions on ways to cap rent.

Phase II Solutions Elaborated:

The MFI threshold is too high and “affordable” options should be closer to 50% MFI, or calculated based on zip code

Building more inventory is so case-by-case that carrying costs and permitting drive up costs and passed on to residents

Incentivize developers to renovate existing properties

Provide housing types in addition to renting apartments

Reduce barriers to entry (3x income, background check, etc.)

Minimize parking to maximize affordable housing

Companies should offer workforce housing if they cannot pay adequate wages

House people experiencing homelessness in hotels

Provide specific housing types: homelessness, addiction, workforce, etc.

Development Uprooting Small Businesses

Phase I Concern: Development uprooting small businesses

Focus group participants expressed that retail formats do not fit the needs of the community and that new development pressures are displacing small local business.

Phase II Elaboration:

Same issues that plague residential affordability affect commercial, but the issue is exacerbated because in addition to their own overhead, small business have a hard time hiring due to lack of affordability for employees to live in Austin

Big businesses displace local businesses

Funding access is a barrier

Phase I Solutions Offered:

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Focus group participants felt that creating more small format retail and giving the City more control over those commercial properties would help this issue.

Phase II Solutions Elaborated:

- Addressing housing affordability will benefit small employers
- Expanded access to commercial kitchens and small/temp spaces
- Expand right-to-return to businesses that have been displaced
- Encourage the development of micro/shared/flex businesses spaces
- Implement rent control for local companies
- Promote or highlight small businesses
- Reduce barriers to entry (permits, etc)

Lack of Transit Use

Phase I Concern: Lack of Transit Use

Many participants cited reasons why transit is not part of their life. These reasons included no bus shelters, that headways were not frequent enough, and that stops were too long to walk to.

Phase II Elaboration:

- Transit is not frequent enough to live near it
- Businesses near transit stations do not offer affordable products/services
- Suburban transit service is limited to commuter routes
- Bus stops are not comfortable/family-friendly
- People are attached to their cars/driving lifestyle
- Bus stops exhibit hostile architecture
- First/last mile is challenging

Phase I Solutions Offered:

Participants suggested that they would use transit if it were more reliable.

Phase II Solutions Elaborated:

- If building near transit means offering less parking, provide ample pickup/drop-off
- Provide better infrastructure for walking to transit (sidewalks)
- Provide more seating, lights, and shade at transit stops
- Provide Wi-Fi in buses
- Implement a fare free program (e.g., downtown zones)
- Connect transit to job areas
- Increase service frequencies to at least 30 mins

- Universal passes (bus/train)
- Provide additional assistance to people with disabilities
- Companies can subsidize transit
- Consider service hours – should not just be 9 to 5 schedules

Lack of Good Government Action on Affordability Crisis

Phase I Concern: Lack of Good Government Action on Affordability Crisis

There was frustration that interventions were too late, not timely, or culturally insensitive. There was also an expression of the current state of the affordability crisis, making a preventive approach impractical.

Phase II Elaboration:

- The MFI threshold is too high and “affordable” options should be closer to 50% MFI
- COA makes processes too cumbersome for developers, fumbles the ball on getting affordable housing
- Waiting lists are too long for affordable housing
- Lack of awareness of existence of affordable housing
- Housing/job production are mismatched

Phase I Solutions Offered:

The participants suggested ways to cap rent and expressed conviction that it would solve the problem.

Phase II Solutions Elaborated:

- Need for measures to allow people to stay in place
- Need to reduce the development permitting time and carrying cost
- Property tax reform

Lack of Family Housing

Phase I Concern: Lack of Family Housing

Phase II Elaboration:

- Overarching desire to live in a single family home
- Enthusiasm for multifamily that is well-suited for families
- Existing affordable housing does not have enough space/bedrooms

Phase I Solutions Offered:

One solution participants suggested was to accommodate families through offering stay-in-place subsidies.

Phase II Solutions Elaborated:

- Build more multi-bedroom units
- Make open space and playgrounds mandatory
- Provide ample pickup/drop-off
- Provide a sliding scale based on income
- Provide green & safe space for children
- Provide duplex/triplex in addition to single-family homes/apartments
- Housing should reflect culture of people living there (design/amenities)

Key Challenges

Additionally, focus group participants frequently mentioned key challenges and elaborated on why they believe the issue exists. These insights are detailed below.

Housing is too expensive

Focus group participants felt like the reason housing is too expensive is directly related to new development driving up prices and that new units are not affordable. They expressed that long term residents have been and are continuing to be displaced by newcomers.

Lack of housing for families

Focus group participants said that families want to live in single-family houses or multiple-bedroom apartments with family friendly amenities. Both are not currently available to families in Austin.

Lack of housing for seniors and disabled community

Focus group participants expressed that affordable housing options are further limited for seniors, people with disabilities, and low-income families that rely on the bus network. Access to affordable housing near accessible and frequent transit is very low.

Transit is not frequent enough to live near it

A lack of frequent transit that services where people need to go is a general reason why focus group participants felt like trying to live near transit isn't helpful.

Spanish-Speaker Concerns

Given that the concerns of Spanish speakers may be slightly different from those of English speakers, key takeaways from the focus group meetings that were conducted in Spanish are highlight below:

Affirmed the need for improved bus stop infrastructure

Affirmed the need for day-to-day services within close proximity to affordable housing

Affirmed the need for increased public transit

Greater emphasis than other groups on providing information and support to small businesses (e.g. accessibility, language services)

Greater emphasis than other groups on reducing/minimizing parking in favor of increasing affordable housing

Greater emphasis on proportion of housing that should be affordable: ~50%

DEVELOPER INSIGHTS

Through the interviews with local leaders, executives, and experts in the Austin developer community, the following themes and key insights were heard.

Barriers to Affordable Housing Development

Rising land costs erode the feasibility of affordable development

Across the board, developer stakeholders pointed to rising land costs as the main barrier to affordable housing development in Austin. The feasibility of affordable development has been deeply eroded by the 90% increases in home values that the city has experienced in the last 5 years.

Project Connect Corridor: The market is rapidly internalizing the value created by the future construction of Project Connect. Stakeholders suggested that the City should immediately take a role in purchasing land around planned transit stations to preserve the option for affordable development before prices continue to rise.

Compatibility requirements severely limit the supply of affordable housing development

Most stakeholders expressed that compatibility requirements hinder the feasibility of affordable housing development by preventing projects to take advantage of density incentive programs like VMU and area-specific density bonuses. Deep reforms are needed to legalize the creation of density in Austin, thereby allowing for more and deeper affordability.

The City's permitting process can take up to 18 months

Developer stakeholders highlighted the City's permitting process as another primary barrier to affordable development, as it increases project uncertainty and financing costs. Stakeholders report having to wait up to 18 months to finalize the permitting process for affordable multifamily development. Securing financing commitments for such an extended lead time proves challenging given the high opportunity costs of not pursuing alternative office, retail, and market housing projects. Streamlining this process could facilitate affordable development by reducing project uncertainty, financing costs, and investor return requirements.

The City's affordable housing financing tools are generally effective, but timing can increase uncertainty

Developer stakeholders agree that the City's low-cost financing, land leases, and other forms of direct subsidies have been effective in enabling the development of affordable housing.

However, stakeholders expressed that funding and financing opportunities often take too long to materialize (sometimes up to 8 months). This lag increases project uncertainty and creates a market disadvantage for non-profit developers competing with private developers when purchasing land. Furthermore, some stakeholders expressed concern that City requirements are often incompatible with other financing programs like LIHTC. Creating expedited funding processes or strike funds for land purchases and aligning requirements with other federal programs could help developer partners seize land purchasing opportunities while also decreasing the project risks and financing costs.

Density Bonuses and other Affordable Housing Incentives

Affordability Unlocked has been an extremely effective program

Stakeholders flagged Affordability Unlocked as one of the most effective programs for enabling affordable housing development.

Density Bonuses need new changes to be more effective

However, other area-specific bonuses can be better designed and calibrated to demand greater and deeper affordability. Both the Downtown and the Riverside Density Bonus programs were flagged as in need of changes to either recalibrate to the current market or enhance clarity and ease-of-use. One developer did note that the market is beginning to “catch up” to the Riverside Density Bonus program, i.e., whereas in previous years it was underutilized, market dynamics have evolved such that it is now more attractive to leverage.

SMART Housing has been helpful, but needs updates

Stakeholders have expressed that the SMART housing requirement has been very helpful in promoting affordability in the past since it waives fees. However, the program has not been updated to consider recently imposed permitting and planning fees. Furthermore, stakeholders expressed that SMART Housing requirements need to be updated to support the preservation of affordable housing as opposed to new development only. According to stakeholders, there are too many requirements such as energy efficiency standards that make rehabilitation and preservation of affordable units too cost prohibitive, accelerating the erosion of the city’s affordable housing stock.

Land leases and property tax abatements are an essential subsidy sources

Developer stakeholders expressed that city-owned land represents an important source of subsidy as it provides low-cost land and a substantial property tax abatement which increase the feasibility of affordable housing development. Developers also expressed significant interest in future opportunities to develop CapMetro-owned sites along transit lines.

Affordable housing preservation and conversion through joint ventures is a critical tool, but needs further affordability targeting

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

While some stakeholders expressed enthusiasm regarding the AFHC's efforts to convert market rate housing into deed restricted housing through joint ventures with developers, others expressed two main concerns:

Some stakeholders argued that the market units being converted into deed-restricted affordable housing were already naturally occurring affordable units. They raised concerns about establishing affordable targets of around 80% MFI which might have been higher than the market rents on some developments.

Some stakeholders also raised concerns around the calibration of these programs and suggested that the city might be getting too few affordable units in exchange of a very large tax abatement.

Community land trusts are an impactful tool, but are not targeted towards low-income residents

Some stakeholders expressed excitement around community land trusts and other forms of shared equity models. However, they expressed concern regarding the targeting of these programs, arguing that the opportunities to purchase homes at a discount were only accessible to those who had enough resources to navigate the system (often college-educated young people with a high degree of upward mobility).

Direct rental assistance is a necessary anti-displacement measure

Some stakeholders expressed that direct rental assistance is needed given the deficit of deed-restricted affordable housing in Austin. Even as the number of affordable units increases in the next year, communities will need to be supported long enough for affordable housing to be built around Project Connect corridors.

Access to Affordable Housing and Supportive Services

City programs feel inaccessible for marginalized communities

The application process to receive city support is often cost prohibitive and does not consider the challenges faced by marginalized communities. Housing programs are particularly challenging to navigate for the elderly, people experiencing homelessness, people with disabilities, and people with a criminal record. Streamlining processes and redesigning applications with the help of community partners and relevant stakeholders could improve the accessibility of housing programs.

Affordable Retail

Difficult in commercial developments, likely requiring subsidy

Some developer stakeholders expressed skepticism at the feasibility of affordable retail and commercial space development. They expressed that including both affordable housing and retail would be challenging since retail can be a small source of offsetting subsidy for the affordable housing.

Community partners and non-profits that offer in-residence services like childcare, counseling, and elderly care depend on substantial public and philanthropic support.

Parking

The market will continue to require parking

For the most part, stakeholders agree that parking is required by the market. Eliminating parking requirements would not have an outsized impact in affordability since even the affordable housing market requires at least a 1 to 1 ratio of units to parking. Senior housing might be the exception. While some households might be able to reduce car dependency by living next to Project Connect stations, there are still too many job opportunities in Austin disconnected from transit.

Community Benefit Agreements and Coalition Buildings

Austin needs a housing coalition leader

Stakeholders expressed that private firms, particularly tech companies, have not shown interest to invest in the city's affordability.

Joint efforts between local non-profits, leaders, and stakeholders could help pressure private firms to provide effective commitments to invest in mitigating the city's affordability crisis. The main barrier to coordination and coalition-building is a lack of leadership and capacity. It is unclear which actor or organization can serve as the leader of this effort.

There have been powerful precedents of community groups pressuring developers and private firms to deliver community benefits. One example flagged was the \$3.2 million affordable housing investment made by Austin FC near its stadium after being pressured by local leaders and non-profits.

COMMUNITY CONNECTORS INSIGHTS

While all Community Connectors did not share demographic information for their respondents due to privacy or comfort concerns, the distribution of reported individuals engaged with is detailed in the figures below. As indicated in the graphs, Community Connectors significantly reached more Black residents than traditional Phase II surveying methods (66% vs. 13%), and reached more lower income Austinites (54% under \$49,999 vs. 42% under \$49,000). As a result of their multi-faceted backgrounds, Community Connectors were also able to effectively engage other critical, historically underrepresented groups like service workers, Historically Black Colleges and Universities students, transgender individuals, disabled folks, and more. Opportunities for more directed efforts in Phase III may include tailoring outreach to more specific geographic areas embedded within the radius of proposed station areas, connecting with other underrepresented groups of color, and meeting with more youth and senior community members.

Figure 13 Community Connector respondents by age

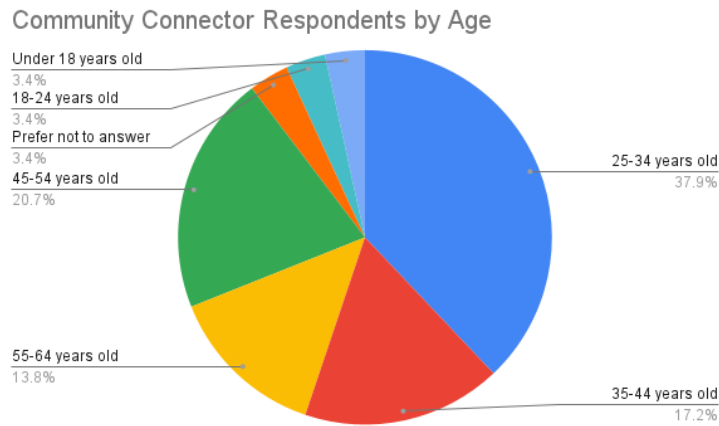
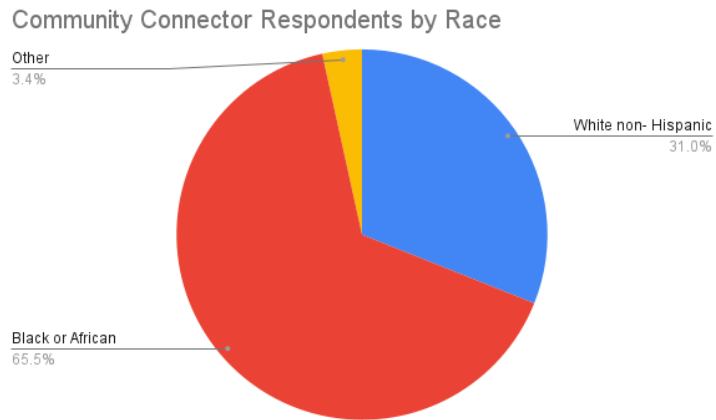


Figure 14 Community Connector respondents by race



ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Figure 15 Community Connector respondents by ZIP code

Community Connector Respondents by Zip Code

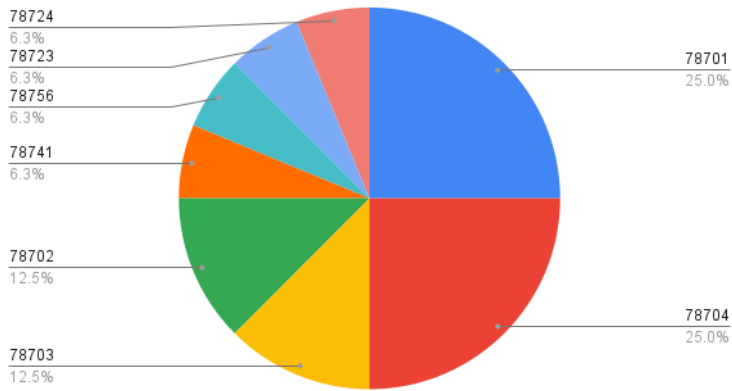
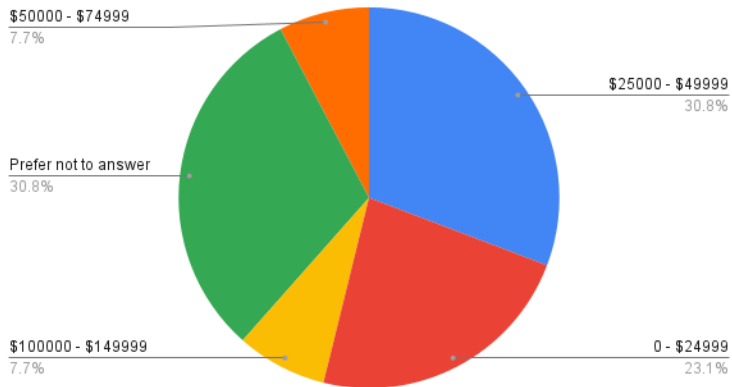


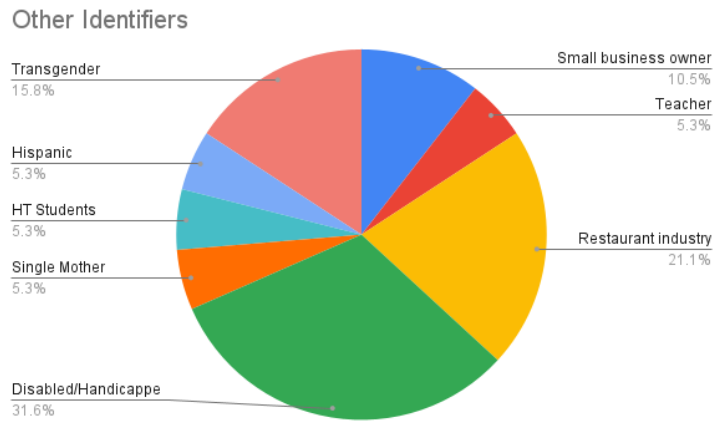
Figure 16 Community Connector respondents by income

Community Connector Respondents by Income



ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Figure 17 Community Connector respondents by other identifiers



Some of the key themes and comments captured across Community Connector outreach efforts include:

Affordability/Displacement

"[I] co-own an art gallery downtown and am starting a nonprofit, so [I am] very concerned about housing prices & am in danger of eviction and losing transit."

"There is no bus connectivity in West Austin, implying that the most expensive housing should not be accessible by the working class. There are ways to access the outskirts, but the community clearly did not want to have buses running through their community."

"The Black Male bus operator who picked me up ...his first question to me was if I had heard any news about the increase of my rent, and I responded that I had already been displaced this year. He mentioned that he had made \$70k last year, was poised to make more money this year, lived in 78723, and was still barely able to afford rent."

*"I was discussing the cost of living and transportation with my Black Female co-worker who had come from New York and lived in Round Rock. She lived in Round Rock because she was able to rent a 2/2 for \$1000/month, and **based on looking around housing in Austin, she was willing to sacrifice access to transit for affordable housing.** Nonetheless, she currently works full-time at night and full-time during the day—which is very common for most of my government co-workers who work for different branches of the government."*

Transit Accessibility and Safety

"Basically, commuting late at night with CapMetro is only possible because I live in the downtown area; most other places are completely shut off from public transportation access. There used to be a text service to get stop information in the event that people lacked WiFi connection, but I have not been able to use that service for over two months. This means that people are at the mercy of either being near RapidBus stops (with only two routes) or not knowing when the bus is coming. On the majority of Congress Avenue, there were no lights at the bus stops unless the stops were close to businesses that ran their lights all night, which means reliance on private entities to remain in business. Service workers need safe transportation, and if businesses are going to remain open, there needs to be safe commuting by transit."

"Most of my coworkers cannot access public transit and live far outside the city limits. Some of them use van pools, but many of them are forced to maintain multiple jobs and private vehicles."

"When I arrived at Republic Square for the last mile commuting home, I was surrounded by pedicabs, scooters, and single-occupancy vehicles... My conclusion is that because so many people cannot afford to live in Austin, many have no choice but to drive or use private methods (scooters, driver services) to get home because of the limited availability of public transportation."

"We received a lot of feedback related to comfort and safety of riding transit for teens and teens not wanting to have anxiety about riding public transit. There is an underexposure to services provided and those that are going to be provided for young people. Timing is also an issue; we

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

need to be able to get dedicated lines and options that are customized for the areas they serve. None of the kids we spoke to took public transit regularly and maybe only 40% only utilized public transit ever. A lot of them aren't even thinking about transit but just wanting it to be safe."

"Wants there to be more awareness around safety for the trans community. Increasing diversity in its advertising / photo campaigns and brochures would address the issue before LGBTQ passengers would get on. Also the amount of time it takes to get somewhere on a bus is too long if you are not near a rapid line or red line, times taking up to 2 hours or more on bus depending on where they are headed making uber a more cost effective option because of the amount of time saved."

Heat and Shade

"The reluctance of many makes sense because there was little to no shade on the adjacent sidewalks surrounding the stops, and the temperature was over 100 degrees. Not all of them were near either water fountains or convenience stores, and any potential passenger would need to plan 30 minutes in triple-digit heat, deterring people from using public transit. The end of my route was not even the end of my journey, but I had family come and pick me up since it would be another 2 miles in triple-digit heat, and I had already gone 2 cumulative miles in the heat as it was. This is the main problem with developing suburban communities with a single bus stop at the periphery, especially allowing such developments to become labeled as "transit-oriented development."

PHASE IV STATION AREA PLANNING ENGAGEMENT SUMMARY

North Lamar Transit Center & South Congress Transit Center

PHASE 1 ENGAGEMENT PURPOSE

The ETOD Station Area Plans will set priorities for land uses and neighborhood-level policy recommendations within a half mile of the North Lamar Transit Center and South Congress Transit Center (This ½ mile radius is about a 10-minute walk from the station). The project team implemented this round of engagement to understand what is most meaningful to the community regarding the future of these station areas. This round of engagement was conducted from January-March 2023. The community feedback collected during this phase will directly influence the North Lamar Transit Center and South Congress Transit Center station area plan and design concepts, the next step in the planning process.

HOW WE HEARD FROM THE COMMUNITY

An equitable approach to TOD would not be so without intentional, meaningful and inclusive community engagement. One of the primary objectives of the community engagement effort for all phases of ETOD planning is to create opportunities and methods to engage residents and transit users that have been historically underrepresented while compensating them for their time and knowledge. To accomplish this, it meant coming up with targeted methods for reaching those key communities that may be outside of the traditional methods.

In this round of engagement, the channels implemented to hear these voices included small, compensated focus groups with targeted participation, an online survey, and four public virtual workshops. CapMetro also hired Community Connectors, a diverse, engaged and compensated group of grassroots community members that helped us reach their networks. These channels are further explained below.

Focus Groups

In February 2023 to March 2023, the project team sought community input on the Equitable Transit Oriented Development (ETOD) study through a series of virtual focus groups. Community engagement through these virtual focus groups will help inform the project team on the community's needs and priorities for both the North Lamar Transit Center (NLTC) and South Congress Transit Center (SCTC) station areas. The purpose of the focus groups was to:

- Connect with and receive feedback from priority populations (including Black, Indigenous, People of Color (BIPOC), Spanish-speaking, and low-income residents), users

ETOD Engagement Executive Summary

Equitable Transit Oriented Development

of the transit centers, neighborhood community groups and organizations, and local businesses.

- Share with focus group members CapMetro’s ETOD study goals, station evaluation criteria, best practices, and existing conditions.
- Build trust and demonstrate transparency around the ETOD study.

In total, there were six virtual focus groups held, four English speaking and two Spanish-speaking, and each focus group lasted one hour. The focus groups were hosted as virtual Zoom meetings. The interactive presentations were displayed on Google Jamboard slides where the assigned notetaker would live capture participants feedback by applying virtual “sticky notes” throughout the discussion. Each participant received a \$50 HEB e-gift card within 24 hours of the focus group concluding. All text and content used in the presentations for the Spanish-speaking focus groups were translated to Spanish.

Survey

To inform the station area planning, an online survey tool on Social Pinpoint was used to engage area communities and transit users to help define the vision and set priorities for the future of each station area. The Social Pinpoint survey was open from February 13, 2023 to March 23, 2023, and offered two different ways for area residents and transit users to give their input:

1. Station Area surveys were offered for both North Lamar Transit Center and South Congress Transit Center, where respondents could provide input on station specific questions and help guide the project team's understanding of each Transit Center's unique characteristics and needs.
2. An interactive map of North Lamar Transit Center and South Congress Transit Center Station Areas that allowed users to drop comment pins on specific points within each Station Area to highlight existing community assets, areas for improvement, and community needs.

Over the course of the open survey period, the survey saw:

- 120 Unique Users
- 50 Surveys for North Lamar Transit Center
- 60 Surveys for South Congress Transit Center
- 244 Station Area Mapping Comments
 - 156 Comments for North Lamar Transit Center
 - 88 Comments for South Congress Transit Center
- 77 Responses to Other Comments Placed on the Map

Virtual Public Workshops

Virtual Public Workshops were held to extend the project engagement reach by providing an additional forum for community members to hear about the ETOD Station Area Planning and provide their feedback in an interactive discussion. Four total virtual workshops were held

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

across February 28th and March 1, 2023. Two of the workshops covered the North Lamar Transit Center Station Area, one hosted in the afternoon and the other one hosted in the evening. Similarly, two of the workshops covered the South Congress Transit Center Station Area, one hosted in the afternoon and the other one hosted in the evening. American Sign Language and Spanish interpretation were provided at all workshops. The project team provided an overview of ETOD planning to date, explained the purpose of the Station Area plans, and shared the current context specific to the Station Areas. The project team then led an open discussion with attendees that included live notetaking on Google Jamboards.

Community Connectors

In an effort to expand community participation and increase engagement from priority populations, Cultural Strategies worked with Capital Metro and its consultant team to expand the Capital Metro Equitable Transit Oriented Development (ETOD) Community Connector Program, a public engagement effort that has been successful in reaching historically underserved communities and residents. The primary objective was to support a community-led public input and planning process for the “Desire and Discover” phase of development for the North Lamar Transit Center (NLTC) and South Congress Transit Center (SCST) Station Areas.





Collectively, Community Connectors represented daily transit riders, connections to cultural organizations, college-aged student governance/leadership, differing abilities/disabilities, and housing and affordability advocates. Each Connector was equipped with accurate information about the project and active support to effectively engage their personal networks and local community.

Connectors participated in regular scheduled meetings and one-to-one calls, attended the 2/28 and 3/1 Virtual Workshops, supported the business walk activities, shared survey and workshop links, explored opportunities to reach and engage their networks, and provided key-insights reports. The Community Connectors program provided residents and small businesses adjacent to the station areas with an opportunity to learn about ETOD Project planning. Overall, their engagement in the process helped amplify the community’s priorities, challenges, and visions for the two Station Area plans.



WHAT WE HEARD FROM THE COMMUNITY

Below is a summary of what the project team heard from all the engagement channels implemented across this engagement phase. The key themes have been identified from the community input and are organized by the community established ETOD goals.



North Lamar Transit Center Key Takeaways

	<p>Enable All Residents to Benefit from Safe, Sustainable, & Accessible Transportation</p> <ul style="list-style-type: none"> • More improvements to pedestrian and bike infrastructure, with emphasis on better sidewalks, protected crosswalks, protected bike-lanes, and overall greater pedestrian connectivity. Streetscapes should be safe and accommodating for all. • There is a need for more accessibility in general. More walkability and greater safety considerations, including more pedestrian or bike trails, bike storage, and safer US-183 crossings. • Currently there are many unsafe crossings in the area: there is a need for safer crossings. • Green space and beautification efforts are needed. • Lack of shade makes it difficult to move around, especially in the hot season. • Need for graphic wayfinding, including in a variety of languages. • Late night services are needed. • Free and affordable bus and transit passes. • Shuttle parking to increase use of public transportation. • Bike/scooter rental stations and charging stations for electric cars.
	<p>Preserve and Increase Housing Opportunities that are Affordable & Attainable</p> <ul style="list-style-type: none"> • Affordable housing is missing. • More apartments needed. • Having affordable housing will bring a sense of community and people.
	<p>Help to Close Racial Health & Wealth Gaps</p> <ul style="list-style-type: none"> • Mixed-use housing, a variety of home types and apartments. • Keep cultural diversity despite gentrification. • Investors should not buy all the housing – people, not just businesses. • Keeping families and kids safe.
	<p>Support Healthy Neighborhoods That Meet Daily Needs</p> <ul style="list-style-type: none"> • Need more apartments/affordable housing. • Safety and security, accessibility, and walkability. • There is a need to increase density. Also, car dependency makes it difficult to have strong community centers. • There is a need for more grocery options, healthy/affordable food.

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

	<p>Individuals would like to see more grocery stores, corner markets, and farmers markets, with a focus on healthy food and local ownership.</p> <ul style="list-style-type: none"> • There is interest in seeing more restaurants and food-related services, including food trucks, coffee shops, and patios with outdoor seating. • More park spaces and green features, including outdoor play spaces/playgrounds for children, native plantings, shade canopy, and more greenspace overall. • Need to have attractions for seniors. • Important to include spaces to celebrate and to host events (i.e., community event space/wedding space).
	<p>Expand Access to High-Quality Jobs & Career Opportunities</p> <ul style="list-style-type: none"> • Retail component is important: means to activate the space and attract people. • Variety of business/service options easily reached via transit. • Job training/business incubators located in the station area. • Language training (ESL). • More education and high-quality employment opportunities. • A mix of large and small businesses.
	<p>Expand Austin’s Diverse Cultural Heritage & Small, BIPOC-owned, and Legacy Businesses</p> <ul style="list-style-type: none"> • Help small businesses and renters. • There is a current lack of community feel/integration. However, the area does have notable places beloved by the community, including a variety of restaurants and local businesses. • This area has a large international community/confluence of different cultures. • There is no real connection for the people who live in the area to the things to do there. • Need to make area friendly to non-English speakers. • Access to small businesses during construction is important.

South Congress Transit Center Key Takeaways

	<p>Enable All Residents to Benefit from Safe, Sustainable, & Accessible Transportation</p> <ul style="list-style-type: none">• There is a need for better access and mobility in the area. Improvements needed mentioned included better/safer sidewalks, crossings, and more protected/comfortable bike lanes.• More walkability and greater safety considerations, including more pedestrian or bike trails, bike storage, and safer South Congress crossings.• An important section of the station area is north of Ben White/Highway 290. However, it is very unsafe to cross this section. There is a clear need for safer pedestrian/bike crossings in this section.• It is very difficult to move from the Transit Center to the area around The Yard: dangerous/difficult to cross streets and move around the area.• Individuals are concerned with the safety/safety in the area.• Concerns with long wait times, transfers, and transit delays were shared.• It would be great to capitalize on the Bergstrom trail.• There is a need for shade in the area for more comfortable mobility.• Rental facilities for bikes and scooters.• Incentivize daily public transport use.
	<p>Preserve and Increase Housing Opportunities that are Affordable & Attainable</p> <ul style="list-style-type: none">• St. Elmo area is growing. However, there is nervousness about new developments. Housing costs are increasing exponentially, and there are concerns related to displacement with new developments.• Affordable housing tends to be more accepted when it isn't concentrated: spread it around instead of being concentrated.• People are struggling with housing and need more affordable options.• More dense housing is needed.• There is potential to utilize existing buildings to create more affordable housing.

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

	<p>Help to Close Racial Health & Wealth Gaps</p> <ul style="list-style-type: none"> • Increasing housing stock could help displacement for working class. • Misconception that new is always better. There are established businesses currently being driven out: newer development pushing out others. • More housing for working class people. • Everyone from all incomes and backgrounds to live together. • Prioritize people who are already here and trying to make a better living for themselves.
	<p>Support Healthy Neighborhoods That Meet Daily Needs</p> <ul style="list-style-type: none"> • More green space and outdoor play space is needed. Parks and recreation features, including dog parks, exercise facilities, shade trees. Important to make Zilker more accessible as well. • There is a need for more community amenities, including high-quality health care, libraries and childcare. • Grocery options are needed. • Mixed-use development often misses basic needs: need more complete neighborhood businesses. • Services for all commuters. • More grocery stores/local food vendors, corner markets, and farmers markets, with a focus on healthy food and local ownership.
	<p>Expand Access to High-Quality Jobs & Career Opportunities</p> <ul style="list-style-type: none"> • Would like to see redevelopment: make it easier to make changes to improve the area. • Need more stores that meet daily needs, restaurants, pet stores, grocery stores. • Avoid chains, more support for local businesses. • Need more employment opportunities; people are travelling far for work.
	<p>Expand Austin's Diverse Cultural Heritage & Small, BIPOC-owned, and Legacy Businesses</p> <ul style="list-style-type: none"> • The area has many notable businesses and restaurants that people like to visit. • Concerns that established businesses are being pushed out. • Security and safety are important. • Lacking southeast Asian cultural presence. • Need smaller businesses near bus stops.

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

	<ul style="list-style-type: none">• More cultural arts and music venues, such as performance theaters, art vendors, music venues, and art galleries.
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APPENDICES LIST

APPENDIX A: ETOD STATION AREA PRIORITIES FOCUS GROUPS SUMMARY (PAGE 12)

APPENDIX B: ETOD STATION AREA PRIORITIES SURVEY (PAGE 24)

APPENDIX C: ETOD STATION AREA PRIORITIES VIRTUAL PUBLIC WORKSHOPS (PAGE 42)

APPENDIX D: COMMUNITY CONNECTORS PROGRAM (PAGE 24)

APPENDIX E: COMMUNICATIONS TO THE PUBLIC (PAGE 24)

APPENDIX A: ETOD STATION AREA PRIORITIES FOCUS GROUPS SUMMARY

Last Updated: March 23, 2023
Rifeline, LLC

Focus Groups Approach

In February 2023 to March 2023, the CapMetro team sought community input on the Equitable Transit Oriented Development (ETOD) study through a series of virtual focus groups. Community engagement through these virtual focus groups will help inform the CapMetro team on the community's needs and priorities for both the North Lamar Transit Center (NLTC) and South Congress Transit Center (SCTC) station areas.

The purpose of the focus groups was to:

- Connect with and receive feedback from priority populations (including Black, Indigenous, People of Color (BIPOC), Spanish-speaking, and low-income residents), users of the transit centers, neighborhood community groups and organizations, and local businesses.
- Share with focus group members CapMetro's ETOD study goals, station evaluation criteria, best practices, and existing conditions.
- Build trust and demonstrate transparency around the ETOD study.

Outreach for the focus groups included sending coordinated e-blasts to a list of contacts who are located near both transit centers, social media posts, and promotion on CapMetro's ETOD webpage. People were directed to two landing pages (one for North Lamar Transit Center and one for South Congress Transit Center) to register for a focus group. On these landing pages, people were asked to answer and submit demographic questions and their relationship to the corresponding transit center. Respondent's answers were then screened – if a potential participant was selected, they received a confirmation email with instructions on how to register for the virtual focus group. If a person indicated they wanted to be a part of the Spanish-speaking only focus groups, all communication was sent in Spanish.

Focus Groups Details

In total, there were six virtual focus groups held, four English speaking and two Spanish-speaking, and each focus group lasted one hour. The focus groups were hosted as virtual Zoom meetings. The interactive presentations were displayed on Google Jamboard slides where the assigned notetaker would live capture participants feedback by applying virtual "sticky notes" throughout the discussion. Each participant received a \$50 HEB e-gift card within 24 hours of the focus group concluding. All text and content used in the presentations for the Spanish-speaking focus groups were translated to Spanish.

The virtual focus groups for the NLTC were held on these dates:

- Session 1: Tuesday, February 28th from 11 AM to 12 PM
- Session 2: Wednesday, March 1st from 5 PM to 6 PM

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

- Session 3 (Spanish only): Thursday, March 2nd from 5 PM to 6 PM

The virtual focus groups for the SCTC were held on these dates:

- Session 1: Wednesday, March 8th from 11 AM to 12 PM
- Session 2: Wednesday, March 8th from 5 PM to 6 PM
- Session 3 (Spanish only): March 9th from 5 PM to 6 PM

Each focus group began with giving all participants a brief 10-to-15-minute introductory presentation on Project Connect, the purpose of ETOD and its goals, a timeline of the process, station-specific details, and how the participants feedback will help set priorities for land uses and neighborhood-level policy recommendations for each station area.

After the introductory presentation, the following Jamboard slides each featured an ETOD goal with corresponding questions posed to the participants to engage in discussion. At the end, a concluding slide encouraged participants to take the ETOD Station Area Survey and reach out to the ETOD if they had any follow-up questions.

Below are the questions featured on each Jamboard slide with their corresponding ETOD goal. Please see the appendix for visuals of the Jamboard slides used for the focus groups.

Please note: These questions were used for both the NLTC and SCTC focus group presentations.

Goal: Support Healthy Neighborhoods That Meet Daily Needs

- What is one area near NLTC that you feel a sense of community and cultural celebration?
- What important daily needs (like childcare, quality groceries, or outdoor play space) are missing from the area?

Goal: Expand Austin's Diverse Cultural Heritage & Small, BIPOC-owned, and Legacy Businesses

- What small business or service near NLTC do you visit frequently?
- What do you think would help these small and local businesses remain and succeed?
- What business or service near NLTC helps you feel connected to your cultural heritage?

Goal: Preserve and Increase Housing Opportunities that are Affordable & Attainable

- What types of housing would you like to see more of in this community?
- How reliant are you on parking currently? If your neighborhood saw an increase in public transportation, do you think your dependence on parking could change? How so?

Goal: Help to Close Racial Health & Wealth Gaps

- In order to have an inclusive and mixed income community, there needs to be a mix or market rate and affordable housing.
- Do you feel there is a greater need for more housing in general, or affordable housing more specifically? How do you imagine this balance working best?

Goal: Expand Access to High-Quality Jobs & Career Opportunities

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

- How important do you think it is to attract and retain high-quality employment opportunities near NLTC?
- Does there need to be more employment opportunities?

Goal: Enable All Residents to Benefit from Safe, Sustainable, & Accessible Transportation

- Where are the gaps in the active transportation network? Where would additional transportation options surrounding NLTC be helpful?
- Which approach could make transportation more exciting and accessible for you and your neighbors?
 - o Bike lanes
 - o Car share programs
 - o Free transit pass programs
 - o All of the above

Participation Summary

A total of 78 people were approved to participate in the focus groups. Out of those, 48 people registered for the corresponding focus group they were confirmed to participate in. In total, 28 people attended, participated, and received compensation for being a part of the focus groups. All communications Spanish-speaking focus group participants received were translated into Spanish. Notes were taken for each focus group to capture the feedback on the “sticky notes” and any outstanding questions.

North Lamar Transit Center (NLTC) participant breakdown:

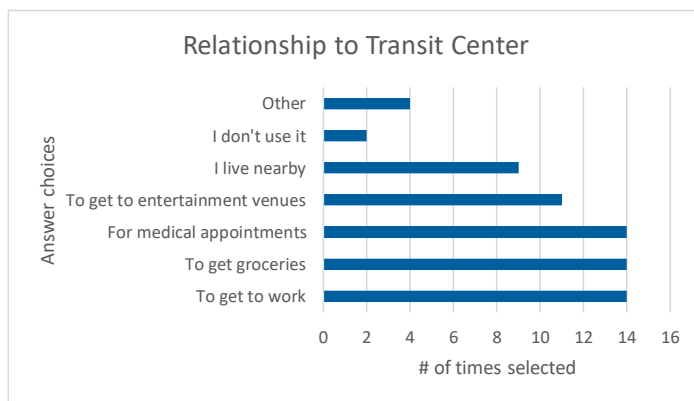
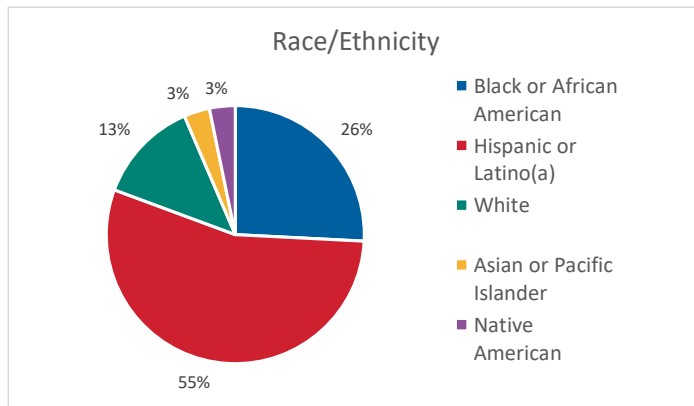
Focus Group	Approved	Registered	Attended	Zip Codes Represented	# Gift Cards
Session 1	16	12	9	78753 78665 78758	9
Session 2	16	9	5	78752 78713 78767 78758 78653	5
Session 3 (Spanish)	15	8	6	78270 78212 78753 78759 78754 78724	6
TOTAL	47	29	20	14	20

South Congress Transit Center (SCTC) participant breakdown:

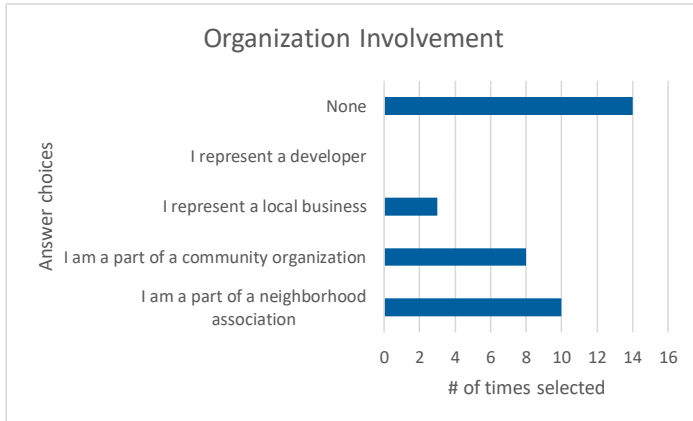
ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Focus Group	Approved	Registered	Attended	Zip Codes Represented	# Gift Cards
Session 1	8	4	2	78660 78741	2
Session 2	9	7	2	78724 78704	2
Session 3 (Spanish)	14	8	4	78610 78748	4
TOTAL	31	19	8	6	8

Demographic questions answered by those who participated in the focus groups:



ETOD Engagement Executive Summary
Equitable Transit Oriented Development



Feedback Summary

ETOD Goal	Questions	Themes/Takeaways
Support Healthy Neighborhoods That Meet Daily Needs	<ul style="list-style-type: none"> - What is one area near NLTC/SCTC that you feel a sense of community and cultural celebration? - What important daily needs (like childcare, quality groceries, or outdoor play space) are missing from the area? 	<p>NLTC:</p> <ul style="list-style-type: none"> • Food trucks, grocery stores, local YMCA • Safety and security, accessibility, and walkability • Need more apartments and affordable housing <p>SCTC:</p> <ul style="list-style-type: none"> • Starbucks, South Congress shopping, downtown, St. Elmo development • Need more pedestrian crossings – US 290 creates barrier for walkability • Need playground or area for kids
Expand Austin’s Diverse Cultural Heritage & Small, BIPOC-owned, and Legacy Businesses	<ul style="list-style-type: none"> - What small business or service near NLTC/SCTC do you visit frequently? - What do you think would help these small and local businesses remain and succeed? - What business or service near 	<p>NLTC:</p> <ul style="list-style-type: none"> • HEB, museums, convenience stores, food trucks/stands, flea market

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

	NLTC/SCTC helps you feel connected to your cultural heritage?	<ul style="list-style-type: none"> • Help small businesses and renters • Access to small businesses during construction <p>SCTC:</p> <ul style="list-style-type: none"> • Security and safety is important • Lacking southeast Asian cultural presence • Need smaller businesses near the bus stops
Preserve and Increase Housing Opportunities that are Affordable & Attainable	<p>- What types of housing would you like to see more of in this community?</p> <p>- How reliant are you on parking currently? If your neighborhood saw an increase in public transportation, do you think your dependence on parking could change? How so?</p>	<p>NLTC:</p> <ul style="list-style-type: none"> • Public transportation as solution for people not to rely on cars • Need more apartments • Need more greenspace, better lighting, water stations/vending machines/trash and recycling bins <p>SCTC:</p> <ul style="list-style-type: none"> • People are struggling with housing, need more affordable options • Need more dense housing, utilize existing buildings to create more affordable housing • More greenspace for families and children
Help to Close Racial Health & Wealth Gaps	<p>- In order to have an inclusive and mixed income community, there needs to be a mix of market rate and affordable housing.</p> <p>- Do you feel there is a greater need for more housing in general, or affordable housing more specifically? How do you imagine this balance working best?</p>	<p>NLTC:</p> <ul style="list-style-type: none"> • Keep cultural diversity despite gentrification • Mixed-use housing, a variety of home types and apartments • Keeping families and kids safe <p>SCTC:</p>

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

		<ul style="list-style-type: none"> • More housing for working class people • Everyone from all incomes and backgrounds to live together • Prioritize people who are already here and trying to make a better living for themselves
Expand Access to High-Quality Jobs & Career Opportunities	<p>- How important do you think it is to attract and retain high-quality employment opportunities near NLTC?</p> <p>- Does there need to be more employment opportunities?</p>	<p>NLTC:</p> <ul style="list-style-type: none"> • More education and high-quality employment opportunities • Hybrid pedestrian hubs • A mix of large and small businesses <p>SCTC:</p> <ul style="list-style-type: none"> • Need more stores that meet daily needs, restaurants, pet stores, grocery stores • Avoid chains, more support for local businesses • Need more employment opportunities; people are travelling far for work
Enable All Residents to Benefit from Safe, Sustainable & Accessible Transportation	<p>- Where are the gaps in the active transportation network? Where would additional transportation options surrounding NLTC be helpful?</p> <p>- Which approach could make transportation more exciting and accessible for you and your neighbors?</p> <p><i>Options: Bike lanes, Car share programs, Free transit pass programs, All of the above</i></p>	<p>NLTC:</p> <ul style="list-style-type: none"> • Free and affordable bus and transit passes • Shuttle parking to increase use of public transportation • Bike/scooter rental stations and charging stations for electric cars <p>SLTC:</p> <ul style="list-style-type: none"> • Rental facilities for bikes and scooters • An urban trail, make the area more walkable

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

- Incentivize daily public transport use

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Equitable Transit Oriented Development

APPENDIX

APPENDIX A – Demographic questions answered by NLTC focus group participants | Page 9

APPENDIX B -- Demographic questions answered by SCTC focus group participants | Page 10

APPENDIX C – NLTC Feb/March '23 ETOD Focus Group Jamboard Slides 1-11 | Pages 11-16

APPENDIX D – SCTC Feb/March '23 ETOD Focus Group Jamboard Slides 1-11 | Pages 17-22

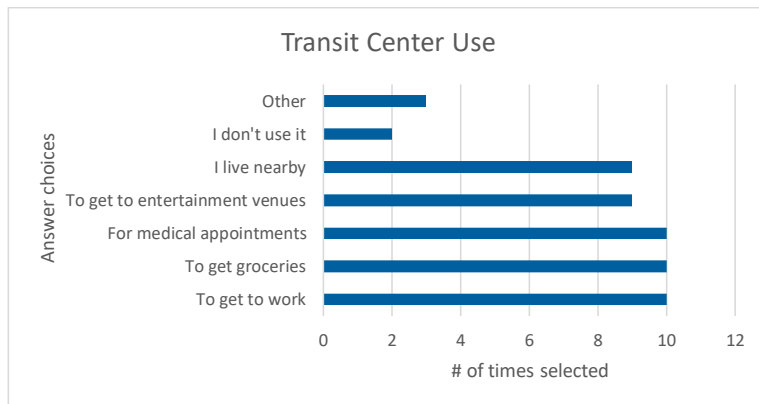
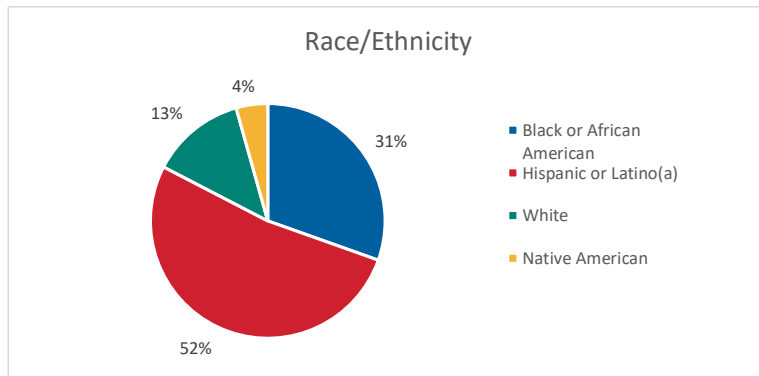
APPENDIX E – NLTC Feb/March '23 Spanish ETOD Focus Group Jamboard Slides 1-11 (NLTC - Grupo de Discusión ETOD Febrero/Marzo '23) | Pages 23-28

APPENDIX F – SCTC Feb/March '23 Spanish ETOD Focus Group Jamboard Slides 1-11 (SCTC - Grupo de Discusión ETOD Febrero/Marzo '23) | Pages 29-34

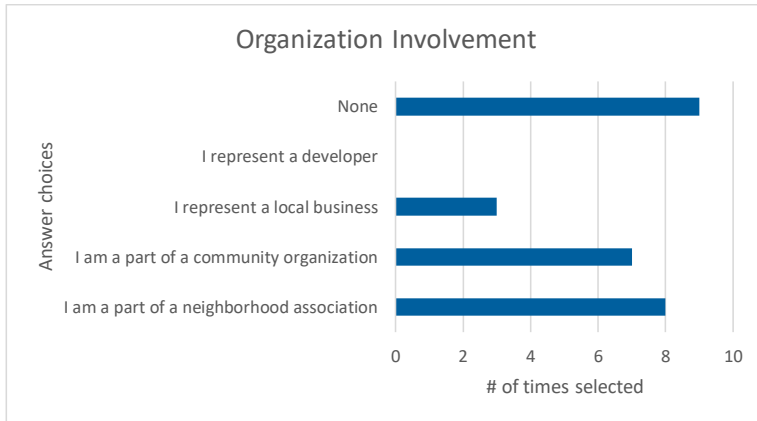
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ETOD Engagement Executive Summary
Equitable Transit Oriented Development

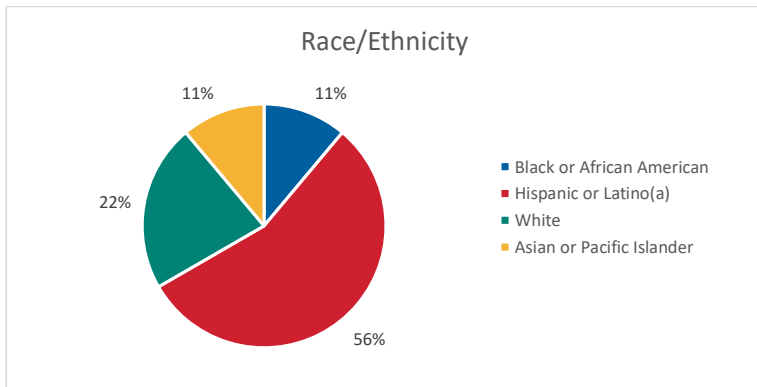
APPENDIX A – Demographic questions answered by NLTC focus group participants



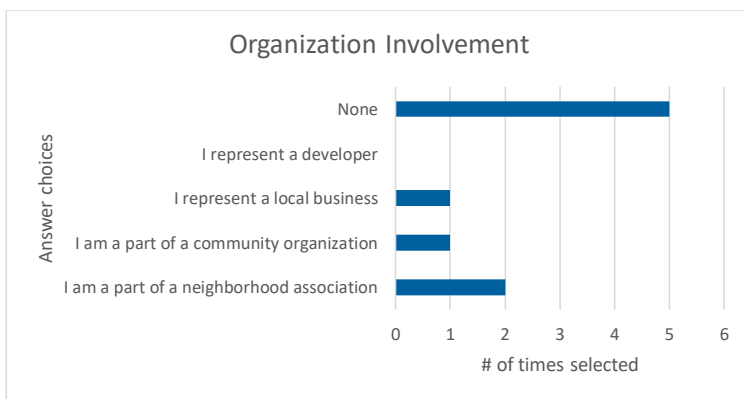
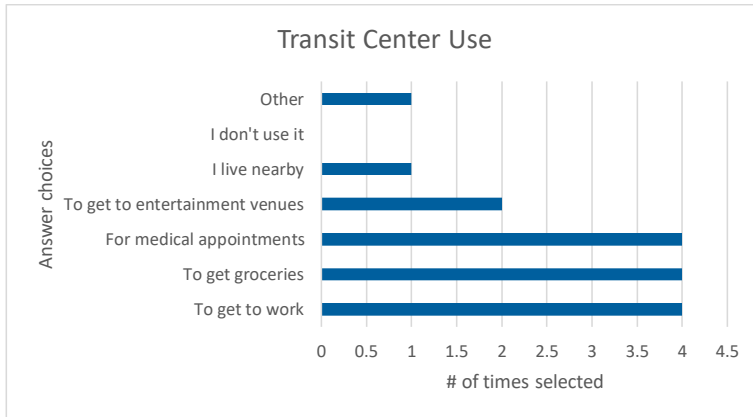
ETOD Engagement Executive Summary
Equitable Transit Oriented Development



APPENDIX B – Demographic questions answered by SCTC focus group participants



ETOD Engagement Executive Summary
Equitable Transit Oriented Development



APPENDIX B: ETOD STATION AREA PRIORITIES SURVEY SUMMARY

ETOD Description

Traditional transit-oriented development, or TOD, builds cities that prioritizes 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 that offer residents more 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.

While TOD has brought significant benefits to many communities, connecting residents & businesses to jobs and housing and attracting 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).

ETOD Study Overview

To ensure that equity is deeply embedded into future transit-oriented development efforts in Austin, CapMetro is leading an Equitable Transit-Oriented Development Study alongside the City of Austin (COA) and the Austin Transit Partnership (ATP) that will guide future ETOD planning efforts.

Fundamentally community-centric, the study is informed by intentional and inclusive community engagement that is vital for establishing a meaningful equity component for TOD. Further attention is paid to the unique characteristics and community needs of a diverse range of stations in Austin's existing transit network that must inform future ETOD efforts.

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

Goal 1 - Enable All Residents to Benefit from Safe, Sustainable, and Accessible Transportation

Goal 2 - Help to Close Racial Health and Wealth Gaps

Goal 3 - Preserve and Increase Housing Opportunities That are Affordable and Attainable

Goal 4 - Expand Access to High-Opportunity Jobs and Career Opportunities

Goal 5 - Support Healthy Neighborhoods that Meet Daily Needs

Goal 6 - Expand Austin's Diverse Cultural Heritages and Small, BIPOC-Owned, and Legacy Businesses

ETOD Social Pinpoint Survey Overview

As part of the ongoing ETOD study, CapMetro in partnership with the City of Austin is developing ETOD Station Area Vision Plans for the North Lamar and South Congress Transit Center areas. 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. The ETOD Station Area 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). To inform these Plans, an online survey tool **Social Pinpoint** was used to engage area communities and transit users to help define the vision for the future of each station area.

Survey Features

The Social Pinpoint survey was open from February 13, 2023 to March 23, 2023, and offered two different ways for area residents and transit users to give their input:

1. Station Area surveys were offered for both North Lamar Transit Center and South Congress Transit Center, where respondents could provide input on station specific questions and help guide the Study team's understanding of each Transit Center's unique characteristics and needs.
2. An interactive map of North Lamar Transit Center and South Congress Transit Center that allowed users to drop comment pins on specific points within each Station area to highlight existing community assets, areas for improvement, and community needs.

Survey Outreach

The team underwent an extensive community outreach effort in order to make the survey as accessible and inclusive to all as possible. The following is an overview of these outreach efforts:

- 150 emails and phone calls to stakeholders, including:
 - Affordable Housing Developers, Real Estate and Urban Planning Organizations
 - City of Austin Staff and Task Forces
 - Environmental Groups
 - Equity/Community and Social Service Groups
 - Senior & Individuals with Disabilities
 - Transit Advocacy Groups
 - Veterans Groups
- 60 emails to small businesses/employers located at the North Lamar Transit Center
- 60 emails to small businesses/employers located at the South Congress Transit Center
- Email blasts to more than 8,500 recipients from the Project Connect newsletter subscriber list and station specific community organizations

Survey Response Overview

Over the course of the open survey period, the survey saw:

- 120 Unique Users
- 50 Surveys for North Lamar Transit Center
- 60 Surveys for South Congress Transit Center
- 244 Station Area Mapping Comments
 - 156 Comments for North Lamar Transit Center
 - 88 Comments for South Congress Transit Center
- 77 Responses to Other Comments Placed on the Map

Survey Demographics

Chart 1. What is your age?

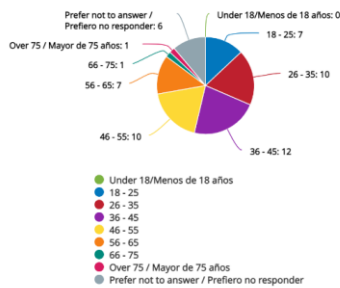
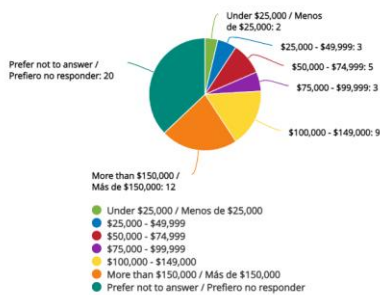


Chart 2. What is your household income?



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Equitable Transit Oriented Development

Chart 3. What is your race/ethnicity?

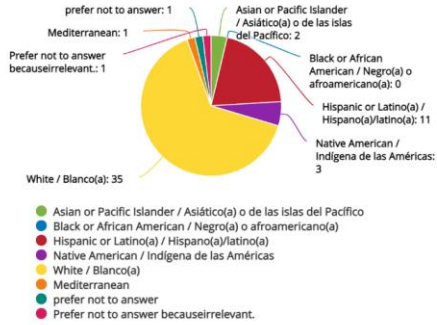
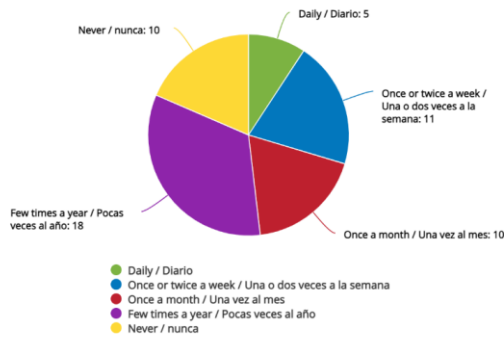


Chart 4. How often do you ride public transportation?



Relationship to Station

The Survey collected information about the relationship of each respondent to the Transit Center they were answering questions about. These relationships for each Transit Center are presented below:

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Equitable Transit Oriented Development

Chart 5. North Lamar Transit Center Relationship to the Station

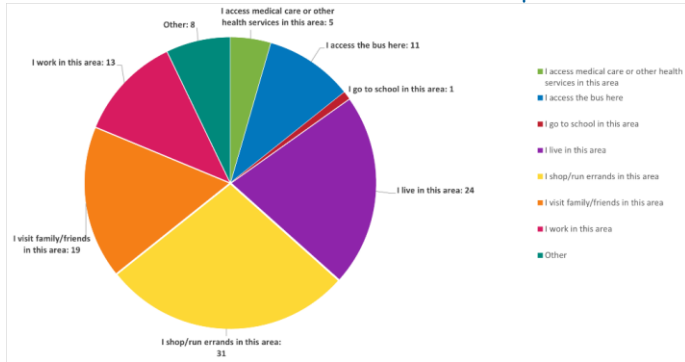
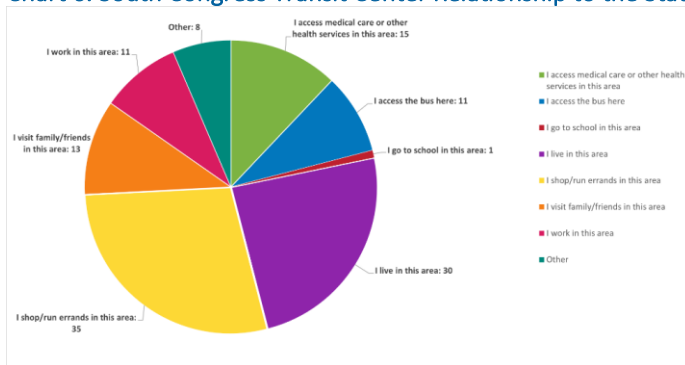


Chart 6. South Congress Transit Center Relationship to the Station



Station Survey Summary

North Lamar Transit Center

Question 1: Where is one area of the North Lamar Transit Center area that you feel a sense of community and cultural celebration?

Survey respondents highlighted the following locations as places with a sense of community or cultural celebration:

- 99 Ranch
- Black Star Co-Op
- Little Deli
- Barrett's Coffee
- Q2 Stadium
- Dias Market

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

- SOHA Korean
- ACC Highland

Question 2: What additional community resources or physical improvements in your community are important to you?

Table 1. North Lamar Transit Station Question 2 Summary

Topic	Number of Mentions
Bike/Ped Improvements	29
Groceries	20
Restaurants/Food Services	20
Green Infrastructure (Shade trees, parkland, etc.)	14
Cultural Arts/Venues	8
Affordable Housing	4
Healthcare	2
Street Connections	1
Public Services (Library)	1

58% said they would like to see more improvements to pedestrian and bike infrastructure, with emphasis on better sidewalks, protected crosswalks, protected bike-lanes, and overall greater pedestrian connectivity

40% said they would like to see more grocery stores, corner markets, and farmers markets, with a focus on healthy food and local ownership.

40% said they would like to see more restaurants and food-related services, including food trucks, coffee shops, and patios with outdoor seating.

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Question 3: Are all of your daily needs met by what is currently present in the North Lamar Transit Center station area? If not, what's missing that would help you and your household?

Table 2. North Lamar Transit Station Question 3 Summary

Topic	Number of Mentions
Park space	15
Groceries	11
Ped/Bike Improvements	7
Childcare	3
Medical	2
Other	2
Restaurants	1
Affordable Housing	0
Retail	0
Arts/Culture	0

**Note: Categories such as Affordable Housing and Retail with 0 mentions were kept in the table above because they were common topics used across both stations.*

30% said they would like to see more park spaces and green features, including outdoor playspaces/playgrounds for children, native plantings, shade canopy, and more greenspace overall.

22% said they would like to see more grocery stores and local food vendors, from larger format grocers to bodega or corner store varieties and co-ops.

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

14% said they would like more walkability and greater safety considerations, including more pedestrian or bike trails, bike storage, and safer US-183 crossings.

Question 4: What service, amenity, or outdoor feature do you wish to see at the North Lamar station itself?

Table 3. North Lamar Transit Station Question 4 Summary

Topic	Number of Mentions
Green Features	21
Public Art	14
Shade/Comfort/Shelter	14
Food/Beverage/Vendors	13
Bike Infrastructure	9
Bathrooms	8
Water	3
Child-friendly spaces	1

42% said they would like to see more green features, including more greenspace, native plantings, and shade trees.

28% said they would like to see more public art, including art installations, murals, and other paint-related improvements.

28% said they would like to see more features that provide comfort and shelter, such as covered seating, heat shelters, environmentally friendly cooling, and more safety elements.

Question 5: Is there anything else you would like to tell us about the North Lamar Transit Center?

The following quotes are a few examples of the comments received.

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

"Protected sidewalks will be necessary for the area crossing under 183. Walkway bridges or otherwise separated with a large median would be good. Shade would be an important consideration here too."

"This is a great neighborhood, but 183 and north lamar are both very hard to cross safely. More parks / public spaces and an emphasis on safety/lighting are needed."

"There is a natural gathering place already in the parking lot of the taco place / corner store / Pizza Hut at Thurmond and N Lamar. You should ask the people who gather there daily if there is anything they would like to see to add to the community / that corner."







"Its very hard to cross N Lamar and access both sides of the street. I have seen several car accidents first hand and I am always nervous about crossing it. Protected bike lanes going to downtown and to parks would make this area better."

"I'd love to see a commitment to development in this area that brings the community together and that invites Austinites to get out of our cars. Aligning development with city values in equity, resilience, and sustainability is paramount[...]"

Comments Summary

To align public comments with the key objectives defined by CapMetro, the City of Austin, and local communities, comments were analyzed using the following categories tied to ETOD Goals:

Table 4. Comment Topics by ETOD Study Goals Matrix

	ETOD Study Goals					
Comment Topic	 Enable All Residents to Benefit from Safe, Sustainable, and Accessible Transportation	 Help to Close Racial Health & Wealth Gaps	 Preserve & Increase Housing Opportunities that are Affordable & Attainable	 Expand Access to High-Quality Jobs & Career Opportunities	 Support Healthy Neighborhoods That Meet Daily Needs	 Expand Austin's Diverse Cultural Heritage and Small, BIPOC-owned, Legacy Businesses
Safety	x				x	
Connectivity	x				x	
Places of Interest		x	x	x	x	x

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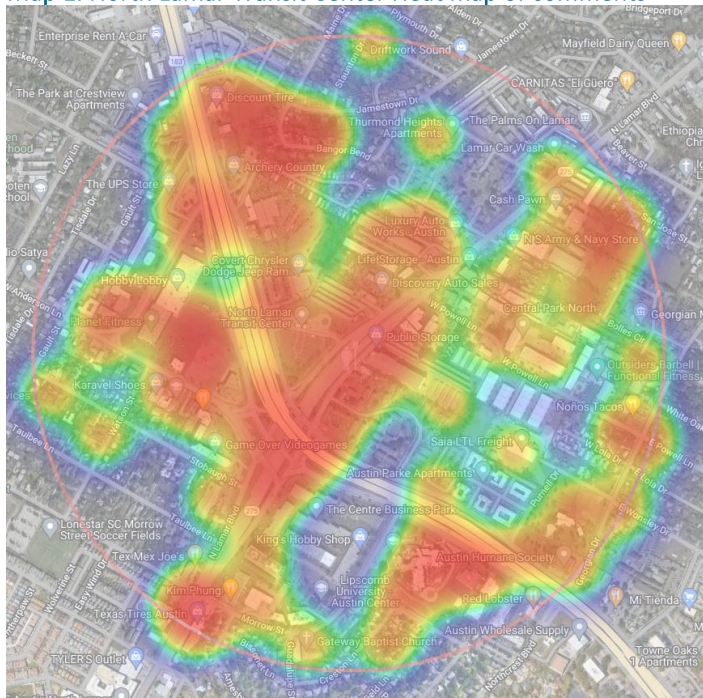
Desired Services		x	x	x	x	x
Undesired Services					x	
Green Features					x	
Affordable Housing		x	x		x	
Opportunities		x	x	x	x	x

Table 4. North Lamar Transit Center Comment Summary

Topic	Number of Mentions
Undesired features	51
Safety	30
Connectivity	29
Desired features	27
Places of interest	20
Opportunity	18
Affordable Housing	11
Green features	8

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Map 1. North Lamar Transit Center Heat map of comments



The following quotes are a few examples of the comments received.

Undesired Features- "This parking lot is never more than 20% full, if that. Planet fitness is the ONLY business relevant to pedestrians in this area. This lot really needs to be converted for TOD goals."

Safety- "Pedestrian and bike crossings across Lamar near the station need to be made safer and more frequent."

Connectivity- "This lovely meadow is very slowly being developed into a park. I'd love to see it connected to other hike and bike trails to provide a safe and pleasant route to transit."

Desired Features- "How could we get more jobs at this site, without displacing existing businesses? Or better jobs - what if there were high quality childcare?"

Most Upvoted Comments

On the survey map, users were able to view comments left by users and upvote or downvote

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them, allowing for greater interactivity between users and their perspectives. The following are the top 5 most upvoted comments for the North Lamar Transit Center station area.

"This underpass is miserably uncomfortable to walk through (as are all underpasses), and tremendously hostile to pedestrians. If you want people to cross 183 on foot to get to the station, redesigning this whole intersection is necessary to make it pleasant to walk through." +18 votes

"This huge parking lot is a *massive* waste of space. You could fit several apartment buildings with tens or hundreds of families in this space." +11 votes

"Transit center should become a mixed use TOD with electric bus bays/rail/Metrobike docks. Possible tunnels or walkways across dangerous TXDOT roads nearby. Should be green and covered in solar, made of mass timber." +10 votes

"It needs to be much safer to cross under the highway. I was nearly hit while walking here, because the car was turning onto the frontage road and only looking left to the other cars, not looking right to see me." +7 votes

"Tam Deli is a small Asian owned business, delicious Vietnamese food" +6 votes

South Congress Transit Center

Question 1: Where is one area of the South Congress Transit Center area that you feel a sense of community and cultural celebration?

Survey respondents highlighted the following locations as places with a sense of community or cultural celebration:

- The Yard
- Cosmic Coffee
- St. Edwards
- Plaza Columbia
- Crux
- Cathedral of Junk
- Casa Maria
- Oltorf H.E.B.

Question 2: What additional community resources or physical improvements in your community are important to you?

Table 5. South Congress Transit Station Question 2 Summary

Topic	Number of Mentions
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Bike/Ped Improvements	37
Groceries	16
Restaurants/Food Services	12
Cultural Arts/Venues	13
Green Features	11
Street Connections	4
Public Services (Library)	4
Healthcare	2
Affordable Housing	2

61% said they would like to see more improvements to pedestrian and bike infrastructure, with emphasis on better sidewalks, protected crosswalks, protected bike-lanes, and safe crossing along South Congress.

25% said they would like to see more grocery stores, corner markets, and farmers markets, with a focus on healthy food and local ownership.

21% said they would like to see more cultural arts and music venues, such as performance theaters, art vendors, music venues, and art galleries.

Question 3: Are all of your daily needs met by what is currently present in the South Congress Transit Center station area? If not, what's missing that would help you and your household?

Table 6. South Congress Transit Station Question 3 Summary

Topics	Number of Mentions
Groceries	19
Park space	13

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Ped/Bike Improvements	10
Affordable Housing	6
Restaurants	4
Childcare	3
Retail	3
Arts/Culture	3
Medical	3

31% said they would like to see more grocery stores and local food vendors, with a general focus on smaller scale, locally based grocers and corner stores.

21% said they would like to see parks and recreation features, including dog parks, exercise facilities, outdoor playspaces, shade trees, and more greenspaces.

16% said they would like more walkability and greater safety considerations, including more pedestrian or bike trails, safer sidewalks, bike storage, and safer South Congress crossings.

Question 4: What service, amenity, or outdoor feature do you wish to see at the South Congress station itself?

Table 7. South Congress Transit Station Question 4 Summary

Topic	Number of Mentions
Green Features	27
Cultural Arts	20
Bathrooms	16
Food/Bev/Vendors	15
Shade/Comfort/Shelter	11
Bike Infra	6
Water	4
Child-friendly spaces	1

45% said they would like to see more green features, including more greenspace, native plantings, and shade trees, and grassy fields.

33% said they would like to see more public art, including art installations, murals, public performance space, and historical or cultural information signs

26% said they would like to see more bathrooms that are public, well lit, maintained, and accessible to all abilities and circumstances.

Question 5: Is there anything else you would like to tell us about the South Congress Transit Center?

The following quotes are a few examples of the comments received.

"St. Elmo was originally an independent municipality and had a vibrant motel scene. I would like to see the station acknowledge that history."

"I am super excited about this change, and am very much looking forward to seeing how this transit project evolves the South Congress area and our entire city."

"Whatever public spaces are introduced need to be made to feel comfortable and safe. This

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means adding appropriate (attractive and dark-sky friendly) night lighting, security systems, and shade structures. A public restroom and usable water feature would also be ideal."

"Local shops have been priced out of the area. Property tax freeze should be provided for long term businesses in this area to keep the cultural flare and shop diversity."

"The Travis Heights-Fairview Historic neighborhood must be protected & preserved. We are blessed w/ beautiful & historic homes & want to keep them intact"

Comment Summary

Table 8. South Congress Transit Center Comment Summary

Topic	Number of Mentions
Desired features	22
Undesired features	21
Safety	17
Connectivity	11
Places of interest	9
Green features	9
Opportunity	6
Affordable Housing	4

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Map 2. South Congress Transit Station Heat map of comments



The following quotes are a few examples of the comments received.

Desired Features- "There's a lot of low density in this area very close by the transit center on foot. It's underdeveloped for pedestrians. Some type of grocery store would fill this location nicely."

Undesired Features- "Self-storage so close to the station seems like a wasted opportunity. We should encourage its redevelopment."

Safety- "I agree that this is a very hazardous area for non-drivers. Crossing Ben White and Congress is unpleasant and unsafe. I feel that if you have to cross the freeway on a regular basis, the odds of eventually getting hit by a car are pretty high."

Connectivity- "Pedestrian connection from South 1st to the transit station is sorely lacking. There is no continuous walkway (needed on both sides of Radam) and no bike lane to get to/from the station."

Most Upvoted Comments

On the survey map, users were able to view comments left by users and upvote or downvote them, allowing for greater interactivity between users and their perspectives. The following are the top 5 most upvoted comments for the North Lamar Transit Center station area.

"There has to be a way to make this crossing over the highway feel safer for pedestrians and

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bikes. It is hard to imagine walking from the transit center across the highway and having that feel safe" +8 votes

"Really have to make sure the transit center and the Bergstrom Spur interact seamlessly." +8 votes

"If this old train track is ever cleaned up, this would be an amazing little multi-purpose trail." +8 votes

"Transit center should become a mixed use TOD with electric bus/rail/Metrobike stations. +7 votes

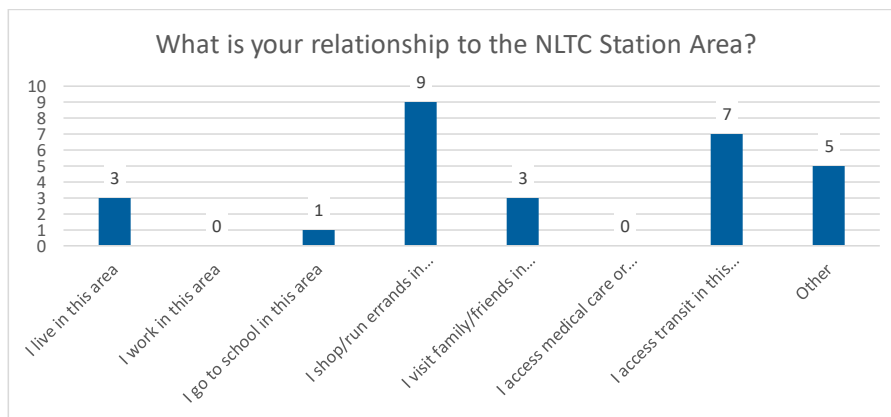
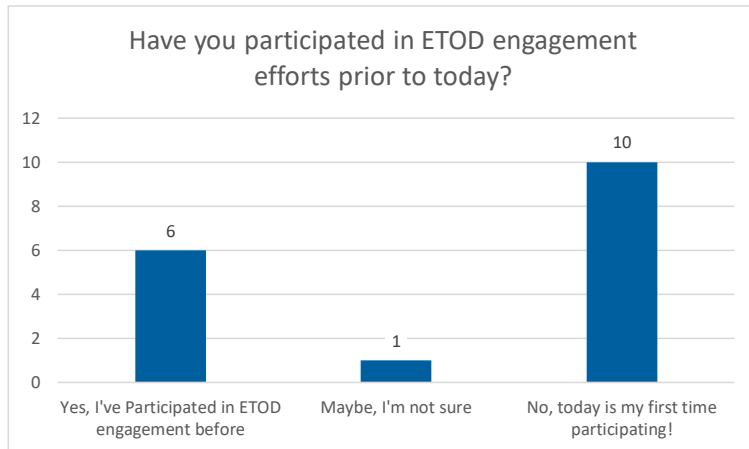
It will connect to the future Bergstrom Spur trail to the airport and S 1st." +7 votes

"Another great hang out spot with food truck options, coffee and work space, and I love that it is attached to a climbing gym." +6 votes

APPENDIX C: ETOD STATION AREA PRIORITIES VIRTUAL PUBLIC WORKSHOPS

North Lamar Transit Center Workshops

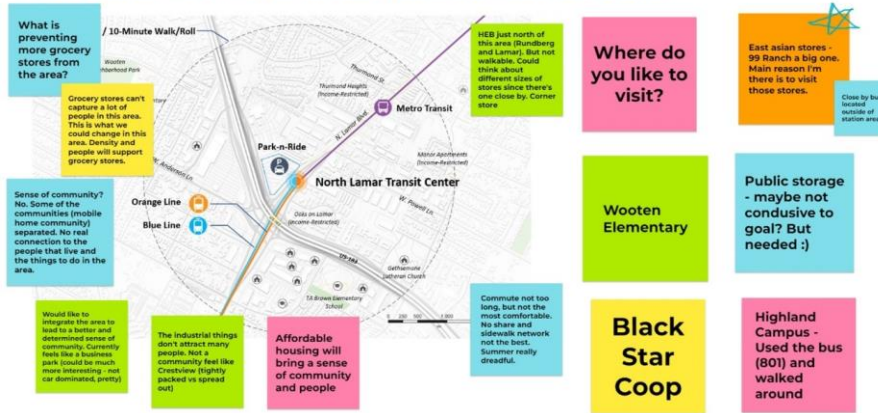
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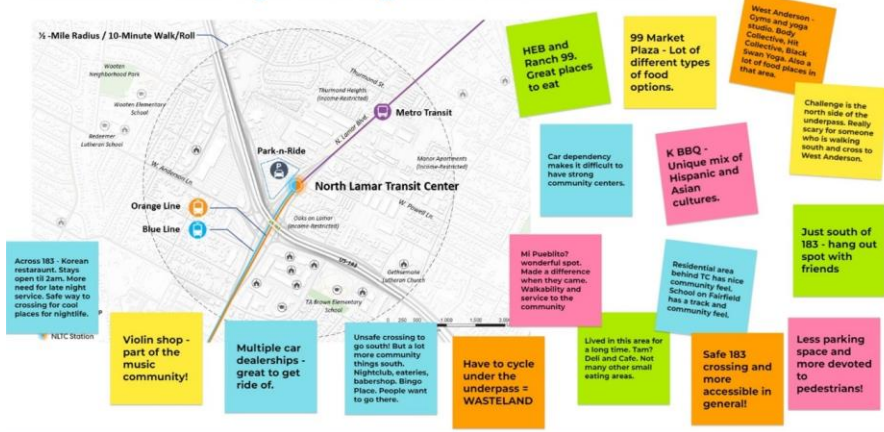
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Jamboards

Where in this neighborhood do you feel a sense of community and cultural celebration? How might we bring that to this station area?



Where in this neighborhood do you feel a sense of community and cultural celebration? How might we bring that to this station area?



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What additional community resources or physical improvements do you feel are important to this station area?



What additional community resources or physical improvements do you feel are important to this station area?



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What important daily needs (like childcare, groceries, or outdoor play space) would you like to see in this station area?

What service, amenity, or outdoor feature do you wish to see at the transit station itself (such as restrooms, water fountains, shade shelters, bike racks)?

What service, amenity, or outdoor feature do you wish to see at the transit station itself (such as restrooms, water fountains, shade shelters, bike racks)?

Overpass - Lamar and Chavez Pedestrian Bridge walking area and biking area. Protects from crossing on the street with traffic.

Bike parking and metabike station. Bicycle theft protection

East side bus plaza has a waiting room. Drinks, snacks, while you wait.

Allow food trucks in the area

Park and Ride - If it will be there, allow vendors/food trucks.

Mixed use development for transit station

Solar powered charging stations for electronics!

Vendors and customers in the area make you feel less alone.

Lights - Able to see.

Safety - There aren't many ways to walk to area now. Other areas to access in areas not currently connected.

Are there other concerns you would like to share?

Friendly to non-English speakers. Graphic wayfinding. A variety of languages.

Wayfinding in general to create a sense of community. Showcase the community for people visiting. Unique light posts - unique and visual sense of community.

International community in this area

Confluence of different cultures

Cultural artwork.

North Lamar Transit Center Workshops Key Takeaways Summarized by ETOD Goals

Enabling all residents to benefit from safe, sustainable, and accessible transportation

- Commute not too long, but not the most comfortable.
- There is currently no shade (*could be referring to shade instead*) and sidewalk network is not the best.
 - Summers are dreadful.
- Need for late night service
- Crossings:
 - Unsafe crossings.
 - Need for safe crossings to attend nighttime attractions/destinations.
 - Unsafe crossings to go south, where many community-related things occur and people want to go to (i.e. nightclub, eateries, barbershop, bingo)
 - Safe crossings south of 183 are needed.
 - Difficult to cross Lamar
 - Lamar crossing south of 183 is scary: about as wide as a single person.
 - Need for safe 183 crossing
- Underpasses:
 - Having to cycle under the underpass, which is a wasteland.
 - North side of the underpass is really scary for someone who is walking south and cross to West Anderson.
- Need for more accessibility in general.
- “Less parking space and more devoted to pedestrians!”
- Integrated mobility options.
- Micromobility options.
- Safe streetscapes for pedestrians and cyclists.
- Underground options mentioned:
 - Beneficial to keep thing underground (design perspective). Seems like it could help this area. For example, DT Houston underground markets and tunnels – becomes a vibrant place in the summer to escape the heat.
 - Buses underground
 - Cars underground don’t bake in the sun
 - Lots of people will park there: car parking/storage is a problem. Car storage should go underground.
- Green space/beautification.
 - More landscaping along the sidewalks and streets.
 - Beautification efforts needed.
 - More park space in general

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- Green space could also be above ground (rooftop garden/different levels of green space)
- Connected greenways
- Green pedestrian paths to community center
- Other design elements mentioned included:
 - Raised sidewalks
 - Wider bike lanes
 - Protected bike lanes
 - Protected areas
 - Flexible poles – very helpful
 - Bike parking.
- Specific sidewalk need mentioned:
 - Sidewalk between Anderson Square and Anderson Lane
- Transit station amenities mentioned included:
 - Mixed use development for transit station.
 - Making things child-friendly, including child play areas.
 - Seating
 - Trash cans
 - Clean restrooms
 - Shaded spaces
 - Misters for the heat.
 - Water refill station
 - Signage/wayfinding
 - Police post to help with security/safety.
 - Lighting is key
 - Overpass (Lamar and Chavez)
 - Pedestrian bridge – with walking/biking areas.
 - Allowing food trucks/vendors in the area.
 - Solar-powered charging stations for electronics.
 - Improved safety: there aren't many ways to walk to the area now, more access and connections to currently not connected locations.
 - Bike parking
 - MetroBike station.
 - Park and ride.
 - Waiting room: drinks, snacks while you wait

Helping to close the racial health and wealth gaps

- Affordable housing will bring a sense of community and people.

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- Shouldn't let investors buy all the housing. People not just businesses.

Preserving and increasing housing opportunities that are affordable and attainable

- Affordable housing is missing
- Affordable housing will bring a sense of community and people.
- TOD centered around parking lot is not great. Need to do something different: affordable/car-free housing: related to transit ridership.

Supporting healthy neighborhoods that meet daily needs

- Retail/grocery stores:
 - Retail component is important: means to activate the space and attract people.
 - Locating retail near station – taking advantage of the amount of people transferring.
 - Grocery stores can't capture a lot of people in this area – however, this is what can be changed here. Density and people will support grocery stores.
 - More local grocers.
- Need for healthy/affordable food.
- Variety of business/service options easily reached via transit.
- Need to increase density:
 - Park and ride won't generate as much ridership as commercial development.
- Car dependency makes it difficult to have strong community centers.
- There is no real connection for the people who live in the area to the things to do there.
- Lack of community feel/integration:
 - There is a need to integrate the area to lead to a better and determined sense of community.
 - Area currently feels like a business park, no community feel like Crestview
 - Industrial uses don't attract many people.
 - Area could be more interesting, not dominated by cars, and more aesthetic
- Affordable housing will bring a sense of community and people.
- Green space
- Need to have attractions for seniors.
- Mixed-use buildings. Some features mentioned include:
 - Below surface car/bike parking
 - Ground level retail
 - Including childcare.
- Including places to celebrate and to host events (i.e. community event space/wedding space)

Expand Austin's Diverse Cultural Heritage & Small, BIPOC-owned, and Legacy Businesses

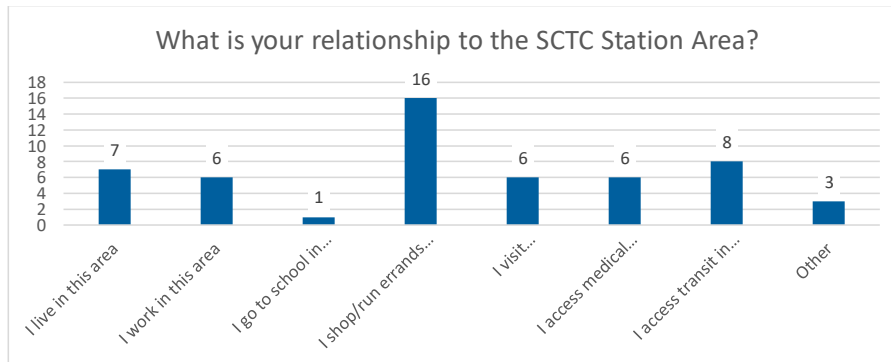
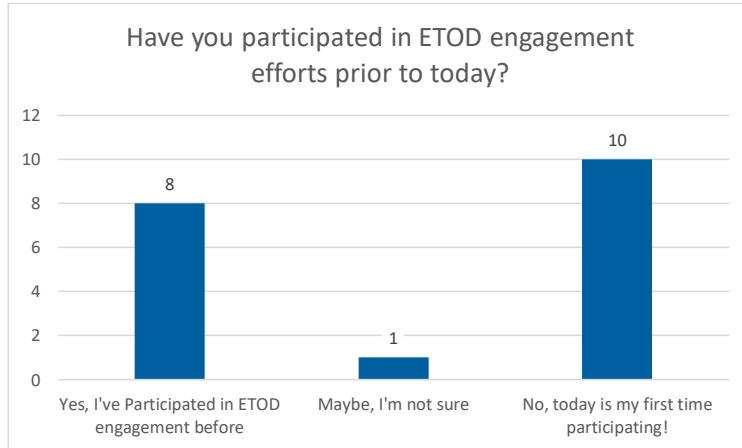
- There is no sense of community, since some of the communities are separated (i.e., mobile home community).
- Areas with community feel:

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Equitable Transit Oriented Development

- Residential area behind TC
 - School on Fairfield
- The area has great places to eat/locales that individuals like to frequent.
- Types of notable businesses/locales mentioned include:
 - The HEB just north of this area (Rundberg and Lamar), but it is not walkable.
 - East Asian Stores are a big attraction in the area/nearby (i.e. 99 Ranch)
 - A wide variety of local restaurants.
- Other important locations in the area mentioned included the following:
 - Wooten Elementary
 - 99 Market Plaza
 - Black Star Coop
 - Highland Campus
 - Violin shop – part of the music community.
 - Mi Pueblito
 - Gyms and yoga studios.
- Other opinions regarding businesses types:
 - Could think about different store sizes (corner store)
 - Public storage may not be conducive to goal but it is needed.
 - Multiple car dealerships – great to get rid of.
- Job training/business incubators located in station area.
- Language training (ESL).
- Need to make area friendly to non-English speakers.
- Wayfinding in general to create a sense of community.
 - Unique light posts/visual sense of community.
- Need for graphic wayfinding, including in a variety of languages.
- This area has a large international community/confluence of different cultures:
 - Cultural artwork.
 - Showcase the community for visitors.

South Congress Transit Center Workshops

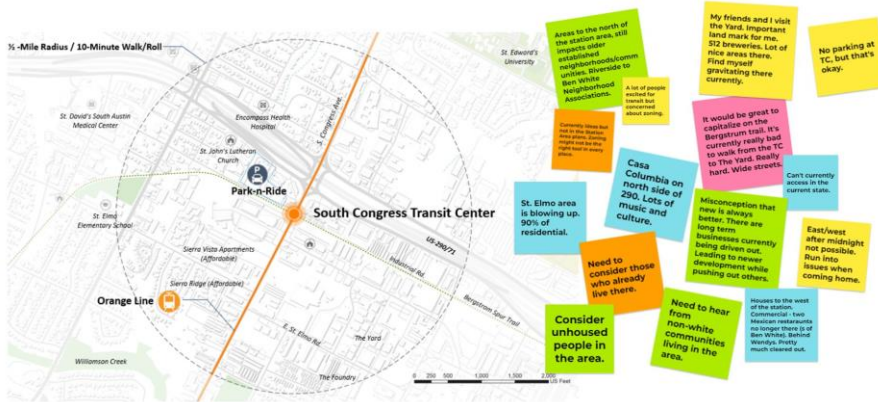
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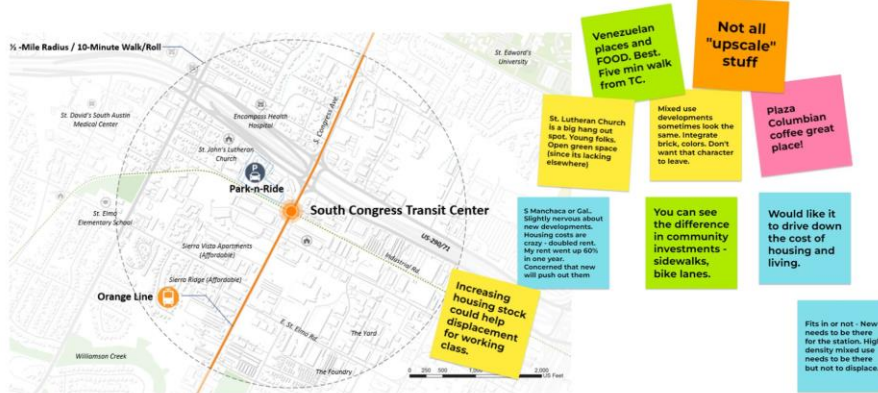
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Jamboards

Where in this neighborhood do you feel a sense of community and cultural celebration? How might we bring that to this station area?



Where in this neighborhood do you feel a sense of community and cultural celebration? How might we bring that to this station area?



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What additional community resources or physical improvements do you feel are important to this station area?



St. Elmo streets connecting to The Yard. Dangerous to cross. Hard as a pedestrian. No sidewalks.

Not very safe or friendly to cross here. Designed for cars. Most of the station area is north of here so make the connection for people walking and biking.

TC is not in a very visible place. Hard to spot if you're walking. Entrances are hard to get to on foot. Egan and buildings block the visibility.

Multimodal station

What additional community resources or physical improvements do you feel are important to this station area?



More green space

B. Spur trail will be great! Needed addition in S Austin

Shade ALL. THE WAY from bus stop to rail station

Austin could always use more childcare!

One more by bus routes I-35. Could add more and make it like a small version of Seaholm.

Very young folks and older folks have better sidewalks, more comfortable protected bike lanes. Ben White connectivity.

Definitely dense, mixed use development here.

Bike storage. Make it feel safer to put your bike there for a few hours.

Safer pedestrian/bike crossing over freeway and Ben White

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What important daily needs (like childcare, groceries, or outdoor play space) would you like to see in this station area?

Sticky notes include: "Childcare", "All of the above!", "Library", "Services for all commuters", "Connectivity to the Bergstrum trail", "Planned Parenthood shut down.", "Lots of great health services.", "What is a transit center?", "Existing facility in the area that is a Transit Center that functions as a place to transfer between the services. Station Area plan is the area around the TC."

Image captions: Income-Restricted Housing for Low or Moderate Earning Families, Job Training/Incubator, A Place to Gather & Celebrate, Community Space, Healthy & Affordable Food, Health Care, Childcare, Green Space.

What important daily needs (like childcare, groceries, or outdoor play space) would you like to see in this station area?

Sticky notes include: "There's a demand for larger parks where kids can play soccer. Making Zions more accessible too. St. Elmo school park isn't big enough.", "Affordable Housing - Tends to be more accepted when it isn't concentrated. Concentrated poverty breeds a lot of resentment. This is the case in my neighborhood.", "Spread it around instead of being concentrated for middle-income and low income.", "There are some large grocery stores but neighborhood corner stores would be great.", "Would like to see grocery stores at ground level. Mixed use development often missing basic needs. Need more complete neighborhood businesses."

Image captions: Income-Restricted Housing for Low or Moderate Earning Families, Job Training/Incubator, A Place to Gather & Celebrate, Community Space, Healthy & Affordable Food, Health Care, Childcare, Green Space.

What service, amenity, or outdoor feature do you wish to see at the transit station itself (such as restrooms, water fountains, shade shelters, bike racks)?

Trees

Shade

Water

Secure bike parking

Metrobike station would be great.

Wait times?
Depends if the bus is on time.

Friends have long transfers there

Coffee shop, place for a snack or beverage.

Drivers sometimes have a break at TC. Can't delay the trip. Using transit is already challenging. Answer for some will get to destination on time. Even take a few times.

MTA trains have digital signs showing time of arrival. Would be great to see times as they change. See what's coming and going.

Are there other concerns you would like to share?

Having vendors near by gives people things to do and feel safer in the area

Potential security concern. Houseless population grows and shrinks. Some people are concerned. Maybe have some kind of security feature.

Lot of incompatible land uses - autoshops. Local businesses but they take up a lot of space. Car rental place (right on corner of Congress). Really auto oriented. Would like redevelopment

Make it easier to make those changes to improve the area.

South Congress Transit Center Workshops Key Takeaways Summarized by ETOD Goals

Enabling all residents to benefit from safe, sustainable, and accessible transportation

- Need better access/mobility in the area.
- Concern with long wait times/long transfers
- Take into account that the area has very young and older people.
- Need for accurate transportation times:
 - Concerns with being late due to delays.
- Better sidewalks are needed.
- More comfortable/protected bike lanes.
- Connectivity needed in Ben White.
- It would be great to capitalize on the Bergstrom trail:
 - Connectivity to the Bergstrom trail
- Currently it is really bad/hard to walk from the TC to The Yard
 - Wide streets
 - Access is not possible in the current state.
 - It is dangerous to cross St. Elmo streets connecting to The Yard: difficult for pedestrians/no sidewalks.
- There is no parking at the TC, but that is ok.
- East/west after midnight is not possible. Run into issues when coming home.
- You can see the difference in community investments – sidewalks, bike lanes.
- Multimodal vision.
- Not very safe or friendly to cross highway:
 - Designed for cars.
 - Most of the station area is north of the highway so it is really important to make the connection for people walking and biking.
 - Safer pedestrian/bike crossing over freeway and Ben White.
- TC is not in a very visible place:
 - Hard to spot if you are walking.
 - Entrances are hard to get to on foot.
 - Exxon and buildings block the visibility.
- Shade is needed all the way from the bus stop to the rail station.
- Concerns with security were shared:
 - Unhoused population grows/shrinks.
 - Some people are concerned.
 - Including some kind of security feature.
- Transit station amenities mentioned included:

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Equitable Transit Oriented Development

- Trees
- Shade
- Water
- Secure bike parking
- Coffee shop/place for snacks/beverages
- MetroBike station
- Digital signs showing time of arrival – see what’s coming and going.
- Allowing vendors near:
 - Gives people things to do and feel safer in the area.

Helping to close the racial health and wealth gaps

- We need to consider/hear from:
 - Those who already live in the area
 - Unhoused people
 - Non-white communities living in the area.
- Would like it to drive down the cost of housing/living.
- High density mixed use needs to be there but not to displace.

Preserving and increasing housing opportunities that are affordable and attainable

- St. Elmo area is blowing up – 90% of residential.
- S Manchaca or Gal:
 - Slightly nervous about new developments
 - Housing costs are increasing exponentially – rents doubled.
 - Person mentioned their rent went up 60% in one year.
 - Concerns about displacement with new development.
- Increasing housing stock could help displacement for working class.
- Affordable housing tends to be more accepted when it isn’t concentrated.
 - Spread it around instead of being concentrated for more social/community and less stigma.

Supporting healthy neighborhoods that meet daily needs

- Many people are excited for transit but concerned about zoning.
- Zoning might not be the right tool in every place.
- More green space is needed.
- B. Spur Trail will be great – Needed addition in S Austin
- More childcare.
- Library
- Grocery shopping

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- Neighborhood corner stores would be great.
- Would like to see grocery stores at ground level.
- Outdoor play space
 - There is demand for larger parks where kids can play.
 - Important to make Zilker more accessible too.
 - The St. Elmo school park isn't big enough.
- Services for all commuters.
- High-quality health services needed.
- Dense, mixed use development.
- Add bike storage and make it feel safe to store bike there for a few hours.
- Mixed use development often misses basic needs:
 - Need more complete neighborhood businesses.
- There are lots of incompatible land uses:
 - Some local businesses take up a lot of space.
 - Very auto-oriented.
 - Would like to see redevelopment: make it easier to make changes to improve the area.

Expand Austin's Diverse Cultural Heritage & Small, BIPOC-owned, and Legacy Businesses

- Types of notable businesses/locales mentioned include:
 - Casa Columbia on the north side of 290.
 - The Yard
 - 512 Breweries
 - Venezuelan places/food near TC.
 - St. Lutheran Church is a big hangout spot: young folks and open green space (since it is lacking elsewhere).
- Misconception that new is always better. There are established businesses currently being driven out: newer development pushing out others.
 - Two Mexican restaurants no longer there (S of Ben White) mentioned.
- Mixed use developments sometimes look the same:
 - Integrate bricks, colors.
 - Character is needed.

APPENDIX D: COMMUNITY CONNECTORS PROGRAM

COMMUNITY CONNECTOR PROGRAM – EXTENSION PLAN FOR NLTC AND SCTC SUMMARY

3-30-2023 | DRAFT

COMMUNITY CONNECTOR PROGRAM SUMMARY

In an effort to expand community participation and increase engagement from priority populations, Cultural Strategies worked with Capital Metro and its consultant team to expand the Capital Metro Equity Transit Oriented Development (ETOD) Community Connector Program, a public engagement effort that has been successful in reaching historically underserved communities and residents. The primary objective was to support a community-led public input and planning process for the “Desire and Discover” phase of development for the North Lamar Transit Center (NLTC) and South Congress Transit Center (SCST) Station Areas.

The Community Connectors program provided residents and small businesses adjacent to the station areas with an opportunity to learn about ETOD Project planning. The Cultural Strategies team equipped each Connector with accurate information about the project and active support to effectively engage their personal networks and local community. Their engagement in the process helped amplify the community’s priorities, challenges, and visions for the two Station Area plans.

Connectors participated in regular scheduled meetings and one-to-one calls, attended the 2/28 and 3/1 Virtual Workshops, supported the business walk activities, shared survey and workshop links, explored opportunities to reach and engage their networks, and provided key-insights reports. Despite efforts to encourage Connectors to log their time for billing and compensation, approximately 55.25 of the 240 hours for the “Desire and Discover” phase were submitted and paid at the agreed rate of \$25/hour.

Connectors were informed on March 21 of the project’s pause. Each is expected to continue their involvement when the project picks up in August.

COMMUNITY CONNECTORS

Recruitment occurred in mid-Jan and received confirmation of interest and availability from the following individuals, each with distinct qualifications. Collectively they represented daily transit riders, connections to cultural organizations, college-aged student governance/leadership, differing abilities/disabilities, housing and affordability advocates.

- Ariel Marlowe
- Fabian Wood
- Kathryn Broadwater
- Leland Murphy

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

- Odette Garza-Witherspoon
- Pierre Nguyen
- Rashmi Shah
- Stephanie Webb
- Gabriel Arellano

TASKS/ACTIVITIES

PLANNING: January – February 2023
<ul style="list-style-type: none"> ▪ Recruitment process for 8 Connectors/re-engagement ▪ Training and presentation materials

ENGAGEMENT PHASE – DESIRE & DISCOVER

GOALS: Share best practices and existing conditions. Reiterate ETOD goals and policy tools. Establish community priorities for the NLTC Station and SCTC Station Areas.			<i>Proposed time per CC</i>	<i>Proposed time for group (8)</i>	<i>Notes/Dates:</i>
Task 1	Kick-off meeting, training review/best practices, schedule, public input opportunities, networking tasks	February	2	16	February 20, 2023 (12-1pm virtual)
Task 2	Weekly check-in calls	Feb/March	3	24	<ul style="list-style-type: none"> • One-to-one calls • March 12, 2023 (12-1pm & 6-7pm virtual)
Task 3	Review and comment on survey instruments and Workshop Presentation	February	4	32	Weeks of February 13 and 20 <ul style="list-style-type: none"> • Survey Open - 2/17 • Survey Close - 3/22
Task 4	Block-walking, raising awareness of process and input opportunities	February	6	48	See zone maps <ul style="list-style-type: none"> • March 2/21-2/23 NLTC • March 2/23-2/24 SLTC
Task 5	Networking and awareness (prioritize NLTC and SCTC neighborhood, community, and cultural associations, professional and business groups)	Feb/March	7	56	Sharing digital promotional materials for VFGs, VWs and Survey with their respective communities <ul style="list-style-type: none"> • 2/17 - 3/17

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Task 6	Attend/audit 1 Virtual Focus Group (VFG) AND 1 Virtual Workshop (VW)	March	5	40	<ul style="list-style-type: none"> • NLTC VFG 1, 2/28 (11am-12pm) • NLTC VFG 2, 3/1 (5-6pm) • NLTC Span VFG, 3/2 (5-6pm) • SCTC VFG 1, 3/7 (11am-12pm) • SCTC VFG 2, 3/8 (5-6pm) • SCTC Span VFG 2, 3/9 (5-6pm) • NLTC VW – 2/28 • SCTC VW – 3/1
Task 7	Recording observations from process, key insights report	March	3	24	Due 3/17
		Hours	30	240	

BUSINESS WALK

Stephanie Webb and Sebastian Punte from Cultural Strategies conducted four days of Business Walks on Feb 21 – Feb 24. Each business visited was provided a ETOD postcard with a QR Code and information regarding the upcoming workshops and focus groups. A database with contact information and notes is available here.

- NLTC - 98 businesses visited
- SCTC – 90 businesses visited



CONNECTOR REPORT – KEY INSIGHTS

Stephanie Webb – (She/Her/Ella) - Community Connector Report

- February 20-24, 2023 Block Walking and
- March 1, 2023 Virtual Focus Group

February 20, 2023

This process has been ongoing and despite the best efforts to reach out to the public, people are no longer interested due to the economic trauma being inflicted by an ever voracious local economy. Many of the Connectors have also lost interest due to what is viewed as a lackluster response by those with the power to implement such plans. The Community Connectors will follow through due to a commitment to complete and a need for the additional income. However, the return of an openly racist politician—who was at the helm for the destruction of most of the communities we are working to engage—has left a sour taste in the mouth of everyone who thought these efforts would be rewarded with change.

North Lamar Transit Center

It was important to discuss why this transit center was so terrible regardless of input from the local businesses. However, it is also important to note that many of the local commercial properties were poorly designed and not considered welcoming as a nod to economic efficiency instead of community interaction. Based on how architecture and social movement has changed, it makes sense that improvement to the transit center neither interests the business owners nor would they be consistently inclined to participate in this process. This transit center needs a lot of work to even be appealing for regular users, so business engagement will be a challenge.

South Congress Transit Center

This transit center is much better in terms of shade, but I know that the staff at the 7-11 on the corner of Congress and Ben White are completely frustrated by the usage of the store as a weigh station for the unhoused population. Simply put, the lack of benches almost makes the shade irrelevant, and a lack of access to a bathroom means that most every business with a lobby is stressed. Unfortunately, many of the commercial spaces have already been vacated due to operator cost and/or real estate purchase, so the engagement from this angle will be very limited. One business was very candid about their distrust for public processes because even though residents and businesses expressed disinterest in upcoming plans, the City was unreceptive to their voices due to economic interests. However, business engagement might be less of a challenge due to the upcoming developments on St. Elmo.

Virtual Focus Group

I will admit to speaking longer about how perception shapes policy. People use words like “dangerous” to describe areas with higher unhoused populations, and often, there is a failure to

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

recognize where housing actually exists due to an “urgency” to tear down and rebuild. Residents with more socioeconomic security need to learn how to acknowledge that when they live outside a specific area, they are not the best equipped to discuss how people actually live there. However, it also seems like people are more pedestrian and willing to participate in the outreach for the South Congress Transit Center. I was unable to view the first VFG for the North Lamar Transit Center, but I plan to do so in the future.

PENDING OPPORTUNITIES

1. Oddett Garza-Weatherspoon works for ACC in the Career Scholars program. Her desire has been to help involve students in the ETOD planning. Most if not all of the ones she is working with are transit riders and are being impacted by housing affordability. She would us to host two zoom sessions specifically for them (once outreach begins again). She would like use up her compensation/budget allocation to provide incentives to the kids for participation. One other opportunity might be for her to dispatch 6 of her students to help collect insights/surveys from the student body.
2. Leland Murphy currently serves as the UT Student Government President and requested a 15-minute presentation to the Inter-Organizational General Meeting (IOGM) on March 30th at 7PM in Patton Hall (RLP 0.112) on the UT Austin campus. A request to reschedule this to the fall has been made.
3. Kathryn Broadwater is a “Partners in Policymaking Class” Graduate from the Texas Council of Developmental Disabilities (TCDD). She is interested in engaging with other alumni in Austin to provide input, preferably through a designated presentation.

APPENDIX E: COMMUNICATIONS TO THE PUBLIC

From City of Austin Distribution

Date: 2/18/2023 & 2/19/2023

Outreach channel: Flier Black History Month event at Austin Central Library and one other location (not digital)

Reach: Unsure

What info was given (ex. Workshop info, survey link): Same as postcard (QR code and link for workshop and survey info)

Screenshot of post/email/etc.:



CapMetro, in partnership with the City of Austin, wants your input on creating a vision for the areas around the North Lamar Transit Center and the South Congress Transit Center.

Scan the QR code or visit the link below to learn more about Equitable Transit-Oriented Development (ETOD), take a survey, or join us at a workshop!

CapMetro, en colaboración con la ciudad de Austin, quiere conocer su opinión sobre la creación de una visión de la zona alrededor de North Lamar Transit Center y de South Congress Transit Center.

Escanee el código QR o visite el siguiente enlace para saber más sobre Desarrollo Equitativo Orientado al Tránsito (ETOD), realice una encuesta o participe en un taller!



Anything else you feel might be important to include: In English and Spanish, not digital

Date: 2/23/2023

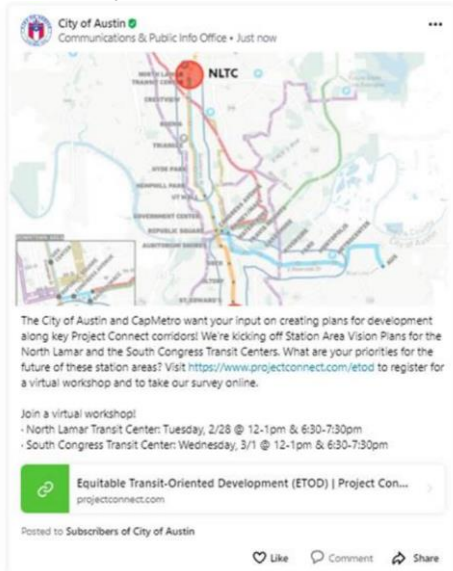
Outreach channel: COA NextDoor

Reach: 8,734 interactions

What info was given (ex. Workshop info, survey link): Link to projectconnect.com/etod to register for virtual workshop and take survey.

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

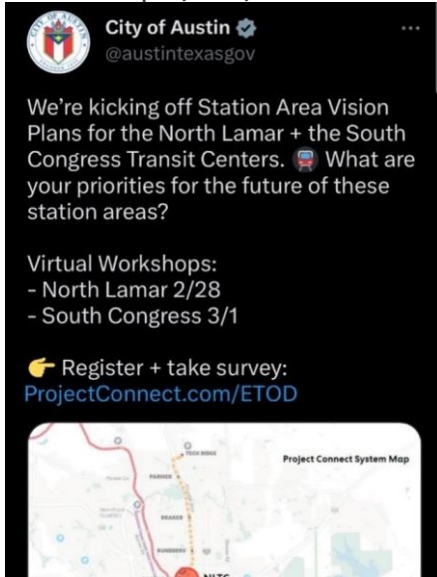
Screenshot of post/email/etc.:



Anything else you feel might be important to include: Posted by Tara Olson in CPIO
Date: 2/24/2023
Outreach channel: COA Facebook and Twitter
Reach: 6,067 Twitter impressions, 7,329 Facebook impressions
What info was given (ex. Workshop info, survey link): Same as NextDoor (Link to projectconnect.com/etod to register for virtual workshop and take survey)

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Screenshot of post/email/etc.:



Anything else you feel might be important to include: Posted by Rachel Freeman with CPIO
Date: Approximately 2/27/2023
Outreach channel: All addresses within .5 mile of the NLTC and SCTC station areas (not digital)
Reach: 3,203 SCTC addresses; 3,888 NLTC addresses
What info was given (ex. Workshop info, survey link): QR code and link for workshop and survey info
Screenshot of post/email/etc.:

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

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CapMetro, en colaboración con la ciudad de Austin, quiere conocer su opinión sobre la creación de una visión de la zona alrededor de North Lamar Transit Center.

Escanea el código QR o visita el siguiente enlace para saber más sobre Desarrollo Equitativo Orientado al Tránsito (ETOD), realice una encuesta o participe en un taller!



PSRST STD
U.S. POSTAGE PAID
AUSTIN, TX
PERMIT NO. 1944

CapMetro, in partnership with the City of Austin, wants your input on creating a vision for the area around the South Congress Transit Center.

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CapMetro, en colaboración con la ciudad de Austin, quiere conocer su opinión sobre la creación de una visión de la zona alrededor de South Congress Transit Center.

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PSRST STD
U.S. POSTAGE PAID
AUSTIN, TX
PERMIT NO. 1944

Anything else you feel might be important to include: English and Spanish, not digital

Date: 3/21/2023

Outreach channel: Email to ETOD-interested folks (list reviewed for duplicates by Peter Breton)

Reach: 531 recipients

What info was given (ex. Workshop info, survey link): Link to survey, close date of survey, map of NLTC and SCTC

Screenshot of post/email/etc.: PDF attached

Anything else you feel might be important to include: English and Spanish

Date: 3/24/2023

Outreach channel: Emails collected from folks interested in land-use planning at the ATP Open House

Reach: 17 recipients

What info was given (ex. Workshop info, survey link): Link to survey and close date of survey

Screenshot of post/email/etc.: PDF attached

Anything else you feel might be important to include: English and Spanish

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

Date: 3/24/2023

Outreach channel: COA list refined by Peter + other ETOD-interested contacts – folks who have been involved in City’s Project Connect and/or anti-displacement outreach and have expressed interest in staying in touch

Reach: 891 recipients

What info was given (ex. Workshop info, survey link): Link to survey, updated close date of survey, map of NLTC and SCTC

Screenshot of post/email/etc.: PDF attached

Anything else you feel might be important to include: English and Spanish

Date: Likely 3/27/2023

Outreach channel: COA’s Imagine Austin Facebook and Twitter

Reach: TBD

What info was given (ex. Workshop info, survey link): Will likely be link to survey and map

Screenshot of post/email/etc.: TBD

Anything else you feel might be important to include: Awaiting CPIO to post

From CapMetro Distribution

Commented [JH2]: Peter to provide screenshots

Twitter

Feb 23 – Workshops

Impressions: 740

Engagements: 9

Link clicks: 3

March 2 – Survey

Impressions: 674

Engagements: 20

Link clicks: 4

March 12 - Survey

Impressions: 930

Engagements: 38

Link clicks: 17

March 18 - Survey

Impressions: 840

Engagements: 22

Link clicks: 10

ETOD Engagement Executive Summary
Equitable Transit Oriented Development



Facebook

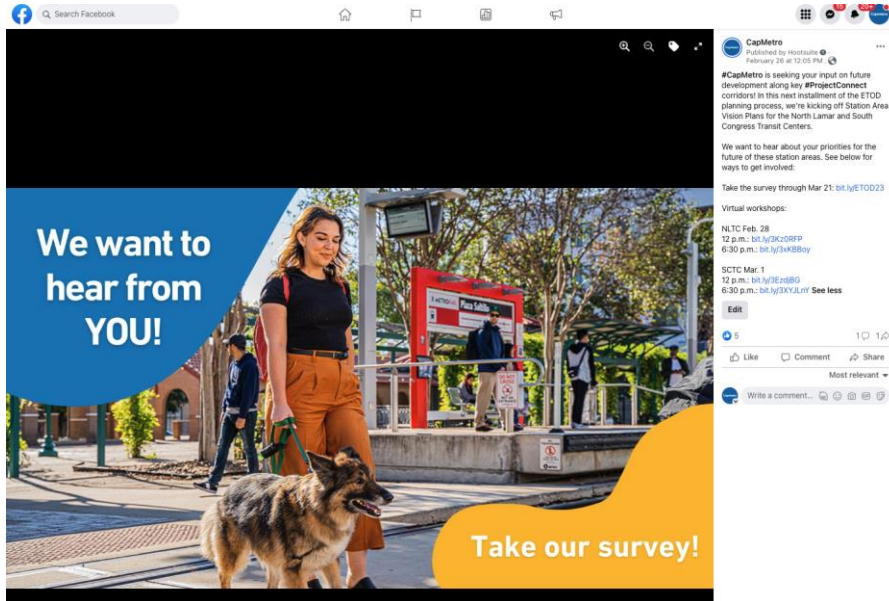
Feb 26 - Workshops

Impressions: 660
Engagements: 19
Link clicks: 1

March 12 - Survey

Impressions: 476
Engagements: 17
Link clicks: 4

ETOD Engagement Executive Summary
Equitable Transit Oriented Development



Instagram

Organic Post

March 4 - Survey

Impressions: 872

Engagements: 46

Likes: 45

Instagram Stories

Feb 24 - Survey

Feb 27 - Survey

March 7 - Survey

March 14 - Survey

March 20 - Survey

ETOD Engagement Executive Summary
Equitable Transit Oriented Development

CapMetro @CapMetroATX

#CapMetro is seeking your input on future development along key #ProjectConnect corridors! We want to hear about your priorities for the future of the areas surrounding the N Lamar and S Congress Transit Centers.

Take the survey: bit.ly/ETOD23

We want to hear from YOU!

Take our survey!