

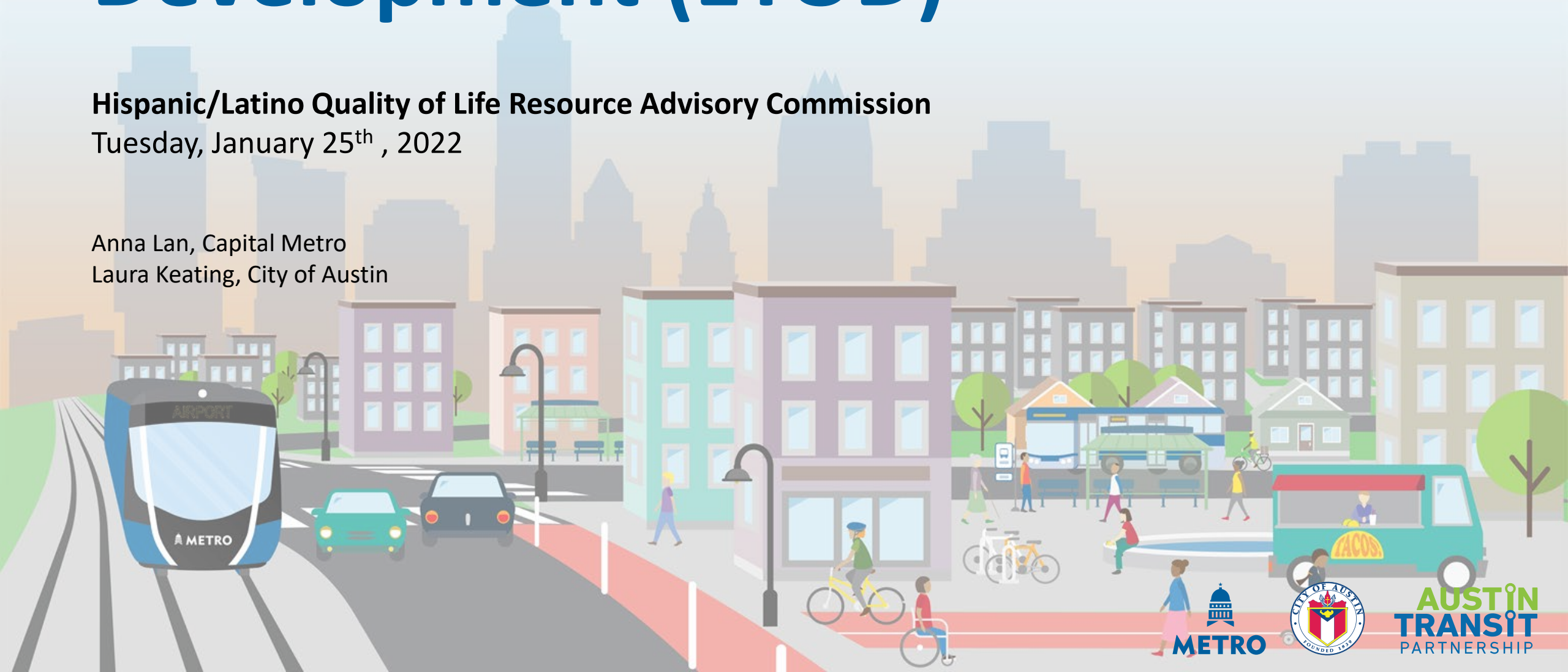
Equitable Transit-Oriented Development (ETOD)

Hispanic/Latino Quality of Life Resource Advisory Commission

Tuesday, January 25th, 2022

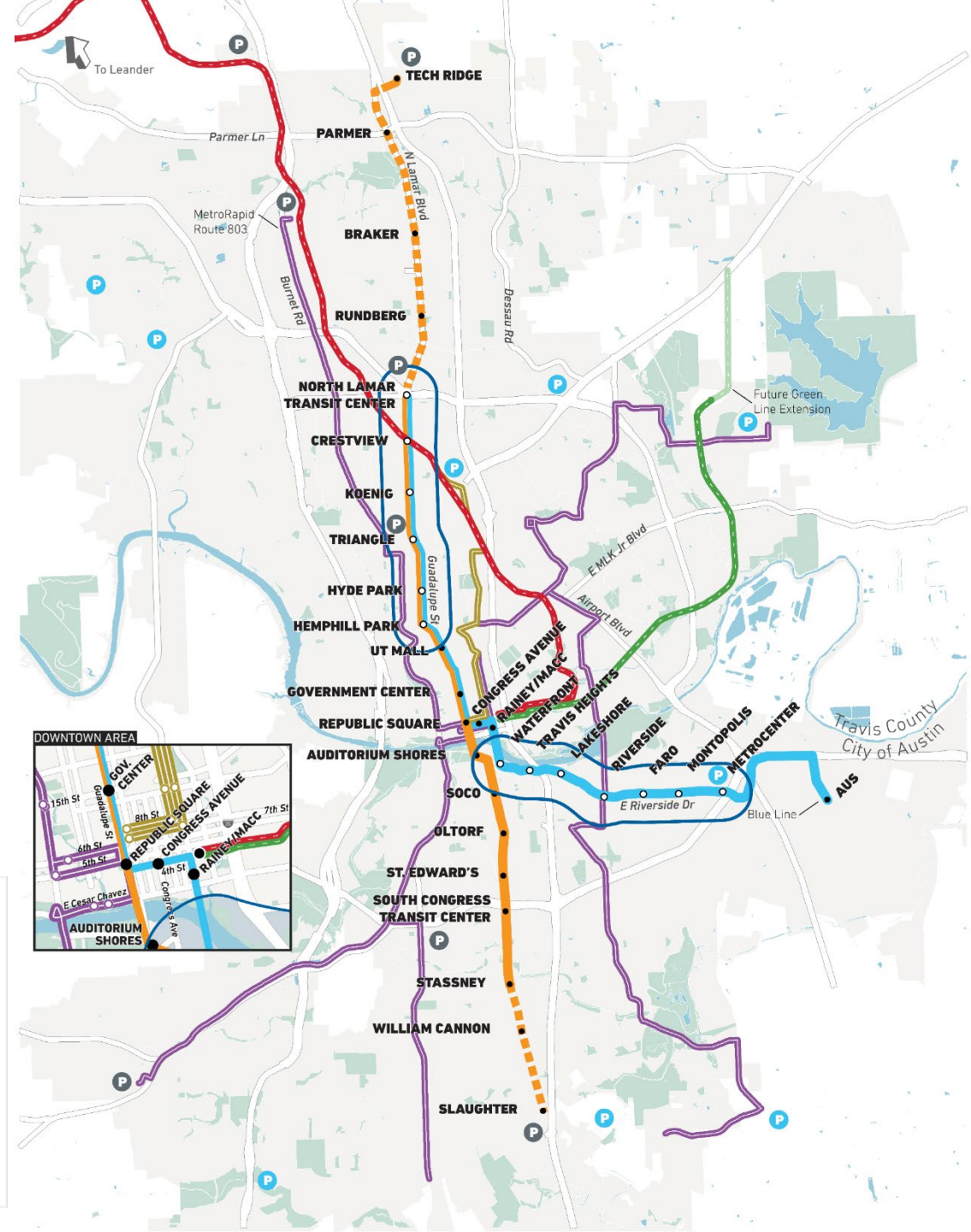
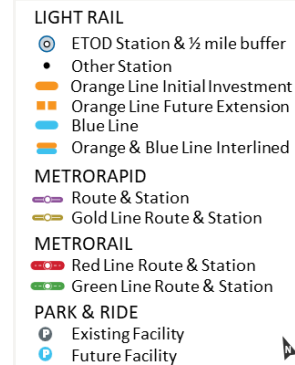
Anna Lan, Capital Metro

Laura Keating, City of Austin

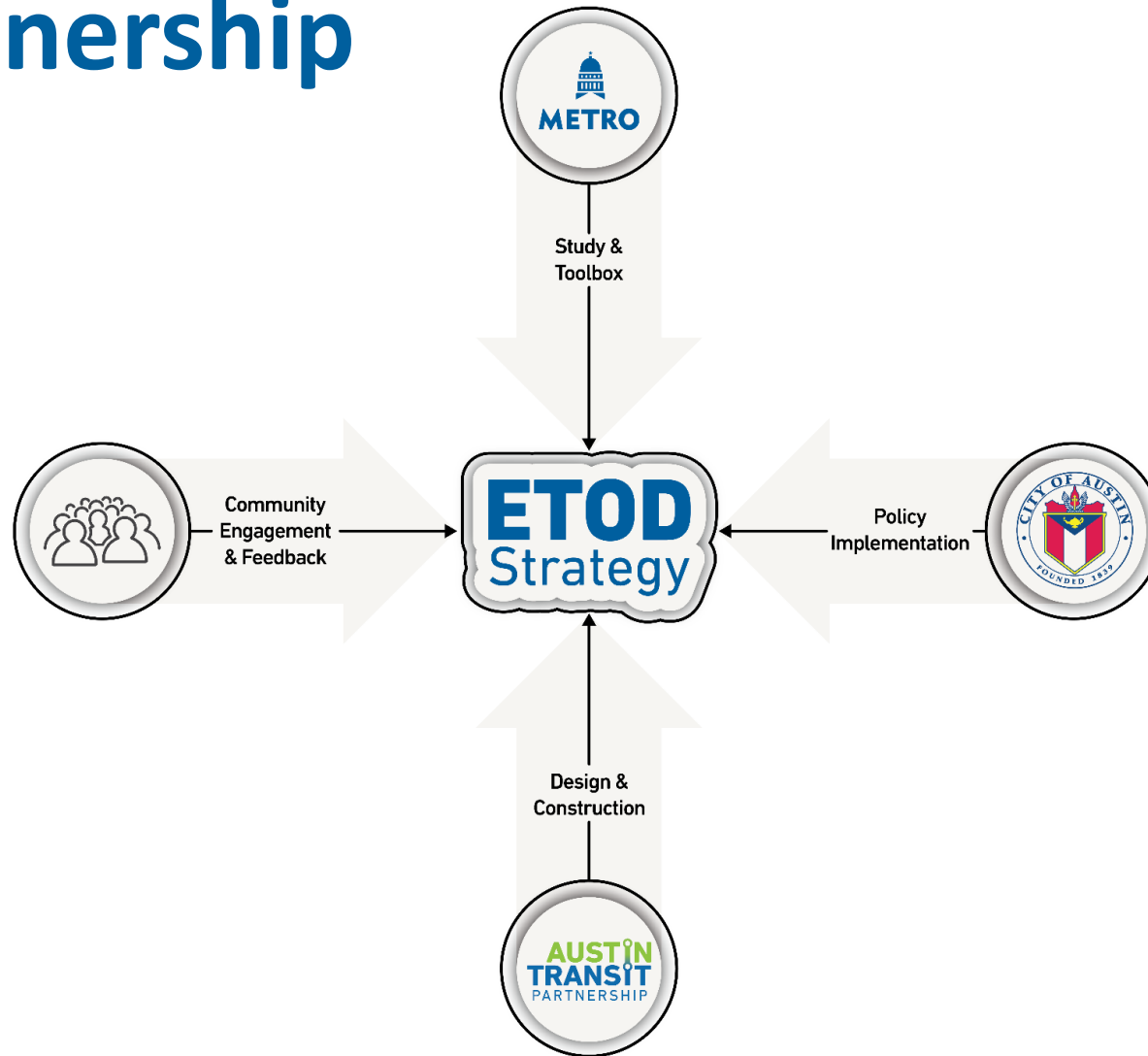


ETOD Corridor Study Area

- 13 stations included in FTA grant to Capital Metro
- + South Congress TC identified as a priority by Capital Metro/ATP
- In June 2021, City Council directed City staff to develop a systemwide ETOD Policy Plan which will build on the ETOD Strategy Framework and guide additional planning activities in other corridors



Project Partnership



CapMetro ETOD Objectives

An In-Progress List of ETOD Project Specific Objectives

1. Connect people to jobs, services and other destinations through multimodal transportation options. (Systemwide Goal Supporting the Austin Strategic Mobility Plan)
2. Support and grow ridership along the key high-capacity transit corridors with expanded housing options for all income levels around station areas (Corridor Level Goal Supporting Transit System)
3. Increase competitiveness of our high-capacity corridors in the FTA New Starts Capital Investment Grants Program with transit supportive land use plans. (Project Connect Program Objective Premised on Our Contract with Voters)

COA ETOD Objectives

30 individual goals were identified by City Council in Resolution [20210610-093](#), which can be grouped into several topic areas:

- Anti-displacement and equity
- Compact and connected
- Context-sensitivity
- Creation of new housing
- Creation of new affordable housing
- Economics
- Land use
- Preservation of existing affordable housing
- Transit and parking

Austin's ETOD Journey





How Austin Became One of the Least Affordable Cities in America

The capital of Texas has long been an attractive place to call home. But with an average of 180 new residents a day arriving, its popularity has created a brewing housing crisis that is reshaping the city.

Apartment complexes and office buildings along the Colorado River in Austin. Sergio Flores for The New York Times



By **Edgar Sandoval**

Published Nov. 27, 2021 Updated Nov. 29, 2021, 4:21 p.m. ET

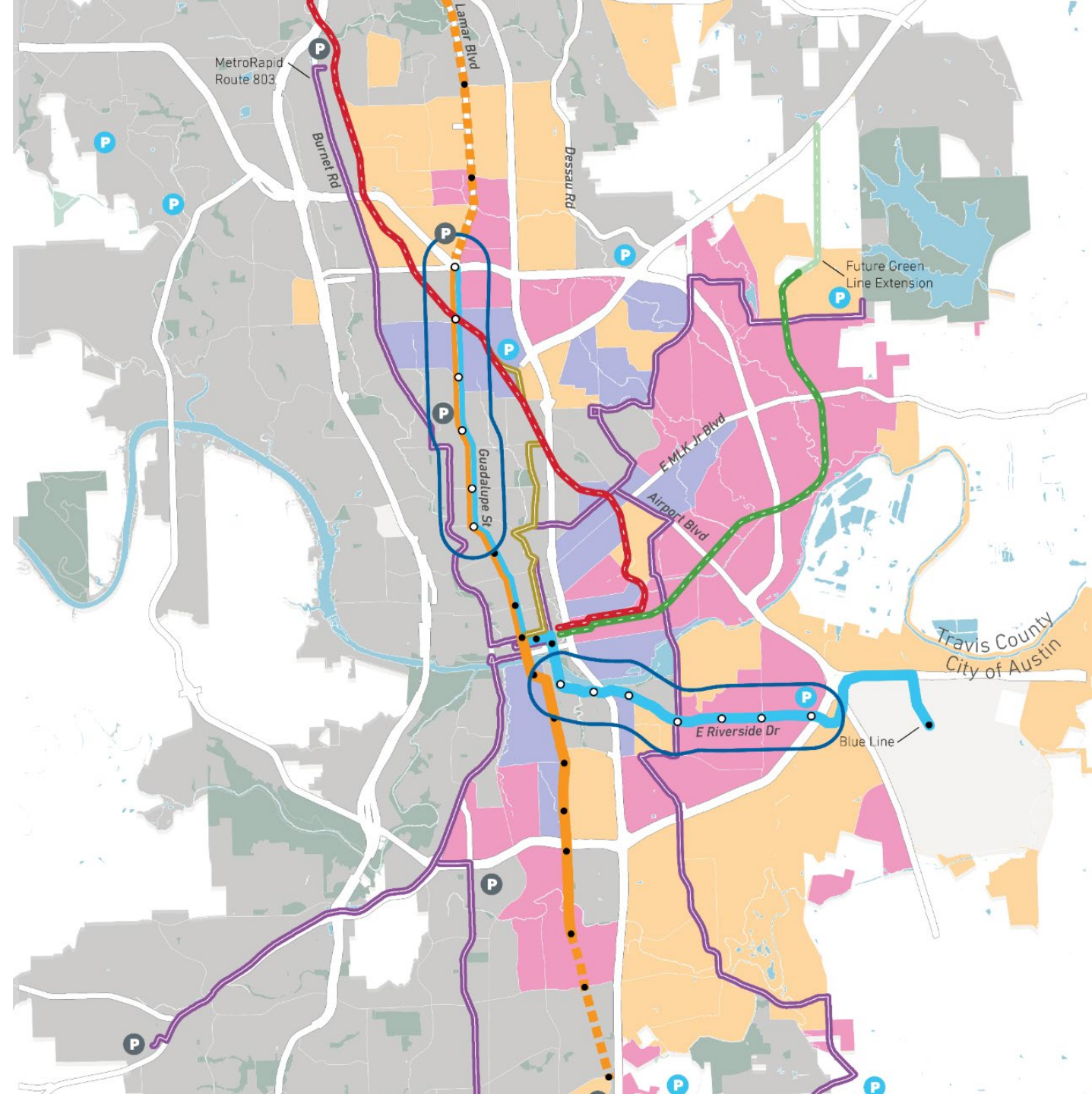
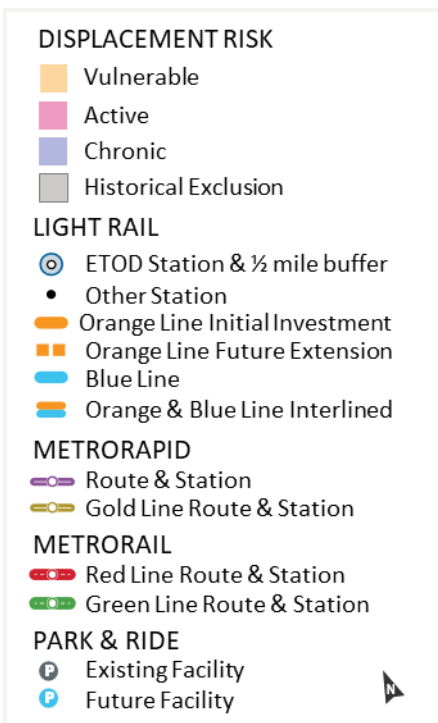
AUSTIN — Over the last few years, in one of the fastest-growing cities in America, change has come at a feverish pace to the capital of Texas, with churches demolished, mobile home parks razed and neighborhood haunts replaced with trendy restaurants and luxury apartment complexes.

“You drive down a street one day and all of a sudden you’re thinking, ‘What happened to the apartment building that stood there last week?’”

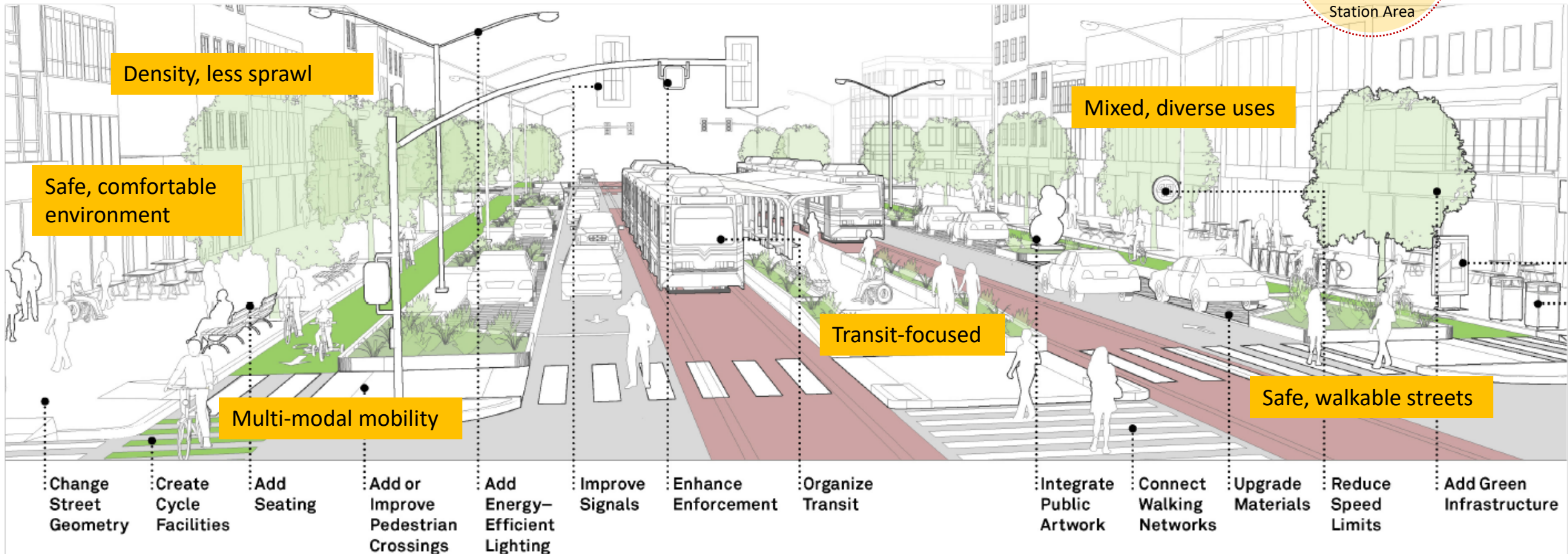
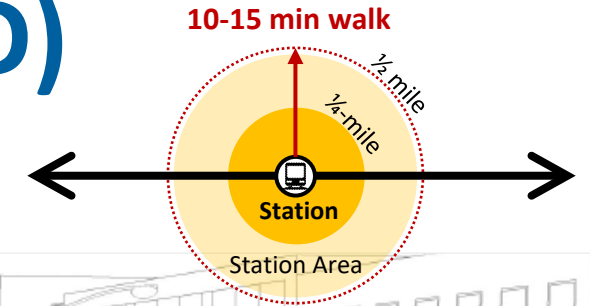
Heather K. Way

Displacement Risk

City of Austin Displacement Risk Index, 2019
Adapted from University of Texas Uprooted Project



Transit Oriented Development (TOD)



Source: NACTO

How We Define ETOD | Challenges of Traditional TOD

While Project Connect and TOD investments **will generate significant benefits** for Austin, they **may exacerbate current displacement trends** without concurrent efforts to ensure equitable growth.

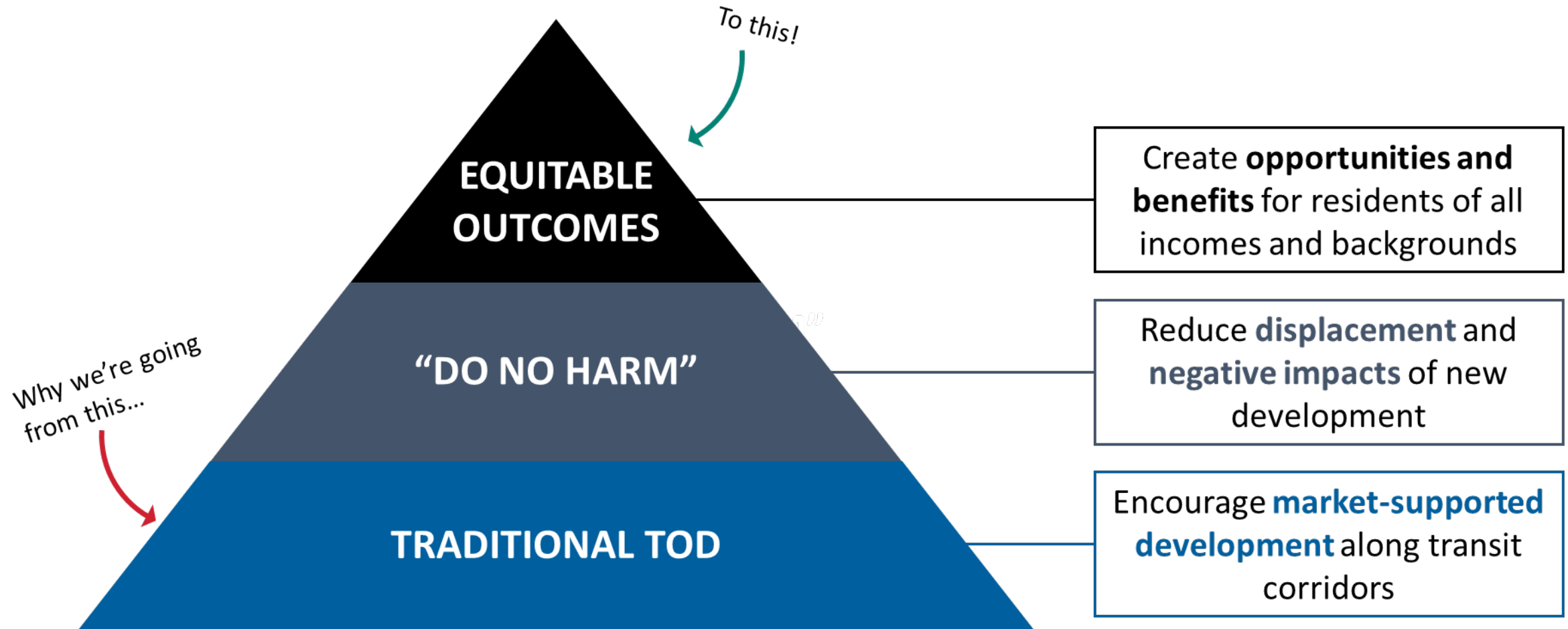
Traditional TOD Returns

- Transit investments connect residents & businesses to jobs and housing.
- TOD attracts private investment in walkable, mixed-use developments.

Traditional TOD Externalities

- Rent growth displaces residents that would benefit most from transit.
- Rising rents & declining customer bases drive out local businesses.

Putting the “E” in ETOD



What makes ETOD Equitable?

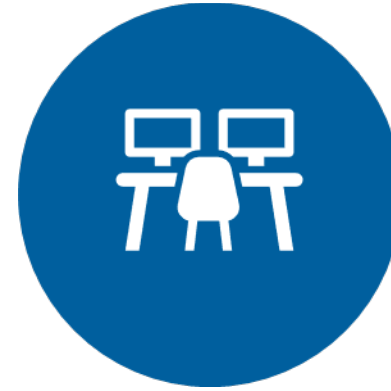
ETOD advocates that people of all incomes and backgrounds experience benefits from dense, mixed-use, pedestrian-oriented development near transit hubs.



Creating & Preserving
Mixed-Use Affordable
Housing



Supporting Small
Businesses



Creating New Job
Opportunities



Improving Public
Spaces and
Community Hubs

ETOD Study Elements



Continuous community engagement



Policy recommendations that address community priorities



Case study research of other ETOD policies & projects



Station area vision plans for six (6) key stations

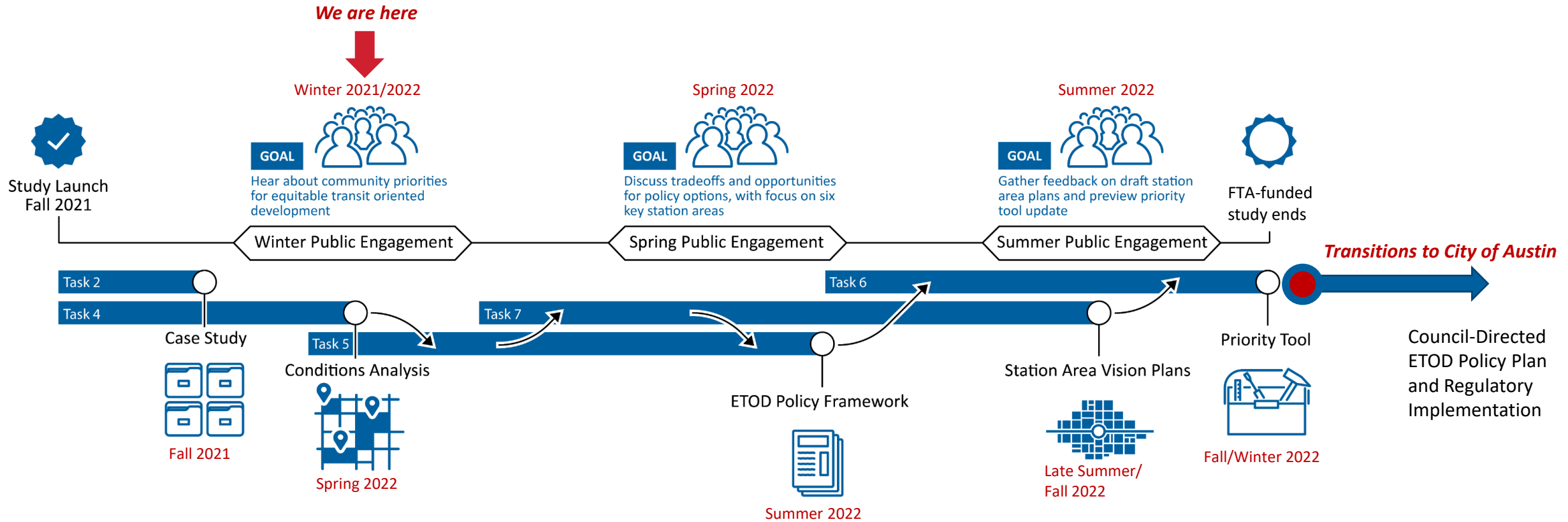


Analysis of existing conditions and trends in the study area



Update the Capital Metro **TOD Priority Tool** to include ETOD recommendations

Current Project Schedule



Engagement Touchpoints



Community Presentation

Large format meetings to present project milestones



CAC Briefings

Monthly meetings, Ongoing guidance throughout project and major milestones



One-on-ones

Guided discussions with community representative groups to gain insight on concerns or issues related to the study



Focus Groups

Guided discussions with groups to identify vision and needs and to build consensus amongst stakeholders



Stakeholder Presentations

Presentations with stakeholder groups to educate participants on the process and vision of the ETOD Study



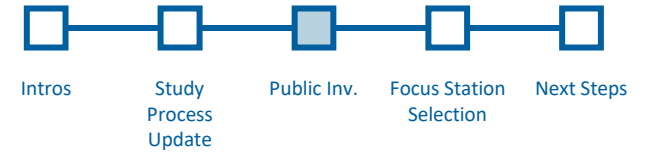
Community Connectors

Pained and trained individuals who does in-depth outreach in their communities

Media/Advertising Strategy

With the goal of reaching a demographic that is representative of the communities in the study area, our media and advertising strategy will include social media, printed, radio, and television mediums.

- Bus Placards
- Flyers
- Postcards
- Social Media
- Local News Segments (KAZI, El Mundo, Soul City, KOOP)
- Newspaper Advertisements
- Email



Spanish Social Media Post Seeking Applicants for Community Connectors Program

Stay in Contact

E-mail: etod@capmetro.org

Project website

<https://projectconnect.com/projects/etod>

