Multimodal Community Advisory Committee (MMCAC)

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Welcome/Thank You Letters

28 November 2016

Thank you for agreeing to be a member of the Capital Metropolitan Transportation Authority (CMTA) **Project Connect Community Advisory Committee (CAC)**. Project Connect is designed to create a system of high-capacity transit options that will connect people, places and opportunities in an affordable, efficient and sustainable way.

As a member of the CAC, you will provide input and feedback to the CMTA project team as we work with the community to identify high-capacity transit solutions that will help improve travel into, out of and around Central Austin. This effort will build on CMTA's five-year service plan update, Connections 2025.

The CAC will continue to meet quarterly for the next two years. Before each meeting, we will be sending you the materials that we'll be discussing at the meeting. Correspondingly, we will send you a meeting summary following each meeting. This binder is intended for your use in compiling all of the committee materials that we send and give you during each meeting.

Thank you again for the valuable contribution of your time and talent to shape this important effort to provide new transit options for a greater Austin. Feel free to contact me with questions.

Sincerely,

Linda Watson
President & CEO
Capital Metropolitan Transportation Authority
linda.watson@capmetro.org

CAC Committee Operating Guidelines

Project Connect Community Advisory Committee
Operating Guidelines

1. Purpose

a. The Project Connect Community Advisory Committee (Committee) is intended to serve as an important component of the Capital Metropolitan Transportation Authority (CMTA) public involvement program for the development of locally preferred alternatives for high-capacity transit into, out of and within central Austin. Committee members will participate in meetings held quarterly (with some flexibility to accommodate milestones) to provide input and feedback to the CMTA project team on the project purpose and need, identification of potential new projects and enhancements to existing high-capacity transit projects, evaluation criteria, funding/financing alternatives, and selection of priority projects. The Committee will provide feedback on our flexible public participation plan so we can be efficient in reaching stakeholders and the public. Throughout the process, the Committee will encourage the involvement and input of other community members in the public participation process and consider the community's input in their discussions about the project.

2. Membership

a. The Committee includes up to 25 members representing various interest areas and backgrounds across the Austin community. Committee members are asked to serve for the full, anticipated two-year project period. If a Committee member finds he/she must withdraw, CMTA will select a replacement member with the aim of maintaining or enhancing the original composition of the Committee. Current membership includes representatives from:

- AURA
- Austin Neighborhoods Council
- Austin Sierra Club
- Bicycle Advisory Committee
- Capital Metro Access Advisory Group
- Central Austin Community Development Corporation
- Congress for the New Urbanism Central Texas Chapter
- Downtown Austin Alliance
- Downtown Austin Neighborhood Association
- Evolve Austin
- Friends of Austin Neighborhoods
- Greater Austin Black Chamber of Commerce
- Greater Austin Chamber of Commerce
- Housing Works
- National Alliance on Mental Illness
- Network of Asian American Organizations
- North Lamar/Georgian Acres Neighborhoods
- One Voice Central Texas
- Pedestrian Advisory Council
- The Real Estate Council of Austin, Inc.
- Urban Land Institute - Austin District

3. Roles and Responsibilities

a. Committee Members

1. **Attendance.** Members will make good faith efforts to be present at every meeting to maintain continuity and understanding of the issues.

2. **Preparation for Meetings**. Members are expected to prepare for all meetings as deemed necessary by the group. This may involve reading or listening to online presentations, meeting with others in agreed upon ad hoc groups, preparing proposals or summaries to bring to the full group and reviewing meeting notes and agendas.
3. **Contact with Community Members & Media.** The Committee will agree on a plan for communicating with and gathering input from other residents. All Committee members will be expected to participate in such activities and to interact with the residents in ways that are respectful of the residents and the other Committee members. The Committee will select a spokesperson to speak to the media or other organizations on behalf of the Committee.
4. **Collaborative problem solving**. All members will act in good faith in all aspects of these meetings. Members are asked to keep an open mind, consider all possibilities and approaches, use disagreements as creative opportunities and reach past compromise to collaborative solutions.
5. **Respect.** Committee members will be expected to interact with each other, CMTA staff and team members, the facilitator and the public respectfully and to follow any guidelines agreed upon by the group.

b. CMTA Team

1. The CMTA Team's responsibility is to plan and debrief each meeting and ensure that the Committee meets its objectives and the process is as enjoyable and productive as possible for all members.
2. The CMTA Team will make meeting arrangements, maintain a Committee roster, coordinate communication, finalize and distribute via email the meeting materials and agendas (2) business days in advance of meetings, coordinate any presentations, and ensure that Committee requests for information and questions are addressed in a timely manner.
3. The CMTA Team will prepare and distribute in a timely fashion meeting summaries that accurately convey members concerns and perspectives and include a summary of actions taken, a list of those attending and other pertinent information about discussions. Meeting summaries will be approved at the following Committee meeting, distributed via email and posted to the project website.

c. Process Facilitator

1. The process facilitator's primary task is to guide the meetings of the Committee within the agreed upon ground rules, discussion guidelines and protocols.
2. The facilitator will remain neutral and create an environment where all parties are comfortable.
3. The facilitator will lead the group through specific processes to reach desired objectives and coordinate with the CMTA team in developing agendas and processes for the Committee.

4. Operations and Documentation

A. Meeting Frequency and Duration

1. The Committee will meet quarterly for 2.5-hour meetings. Meetings will be scheduled to coincide with key project milestones or decision points.
2. The Committee may take field trips or participate in educational or information gathering sessions as is deemed appropriate to achieve their purpose.

B. Decision Making

1. The Committee will make decisions by consensus. In this context, consensus does not require that everyone be in complete agreement, but only that all be willing to accept – consent to – and publicly support a decision. If consensus cannot be reached, then the reasons for the dissent will be noted in the meeting summaries. Voting is not anticipated.

C. Discussion Ground Rules

1. The meetings will not use Robert's Rules of Order to manage discussion, but will use an informal and flexible collaborative decision making process. Members will develop and help enforce a set of discussion guidelines. Such guidelines may include:
    - Respect start and finish times.
    - Listen carefully and speak honestly.
    - Speak one at a time.
    - Respect the views of others.
    - Critique issues, not people.
    - Allow everyone to speak without dominating the conversation.
    - Take responsibility for the success of the meeting.
    - Seek common ground, don't argue over positions.
    - Give the group your full attention (i.e., cell phone and laptop use during the meetings may be discouraged, if the committee agrees with this rule.)

d. Communications outside Committee

1. Members will characterize their comments to the media and others outside the Committee as being from them as individuals, rather than from the Committee as a whole. Comments should accurately reflect the Committee's activities and members will publicly, and in their contact with the media, support any consensus agreements made by the Committee. Questions concerning what happened at the meeting can be handled by referring to the approved meeting summaries.
2. Committee members are highly encouraged to communicate with and share feedback from their organizations or constituents about Committee activities.

e. Sub-Committees

1. The Committee may form sub-committees to address specific issues.

f. Role of Alternates

1. Committee members may designate an alternate to attend committee meetings in his/her absence. Members are urged to keep alternates fully informed, so they will be current on the group's activities.

g. Conflict of Interest

1. If a Committee member has a substantial interest in an endeavor or activity that would be subject to a special economic effect by a recommendation of the Committee, that member will abstain from the consensus involving that endeavor or activity.

h. Role of Observers and the Public

1. Meetings will be open to the public and the public will be welcomed to provide written or oral comments at a designated time on the agenda, which will be limited to 15-minutes maximum so the committee may proceed with its agenda items.

i. Meeting documentation

1. CMTA will maintain a file of all materials presented at Committee meetings. This will include agendas, meeting summaries, reports, presentations, memos and handouts distributed at the meetings.

Draft Purpose & Need

projectconnect

New Transit Options for a Greater Austin

Draft Purpose and Need Memorandum




OCTOBER 2016

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1. OVERVIEW

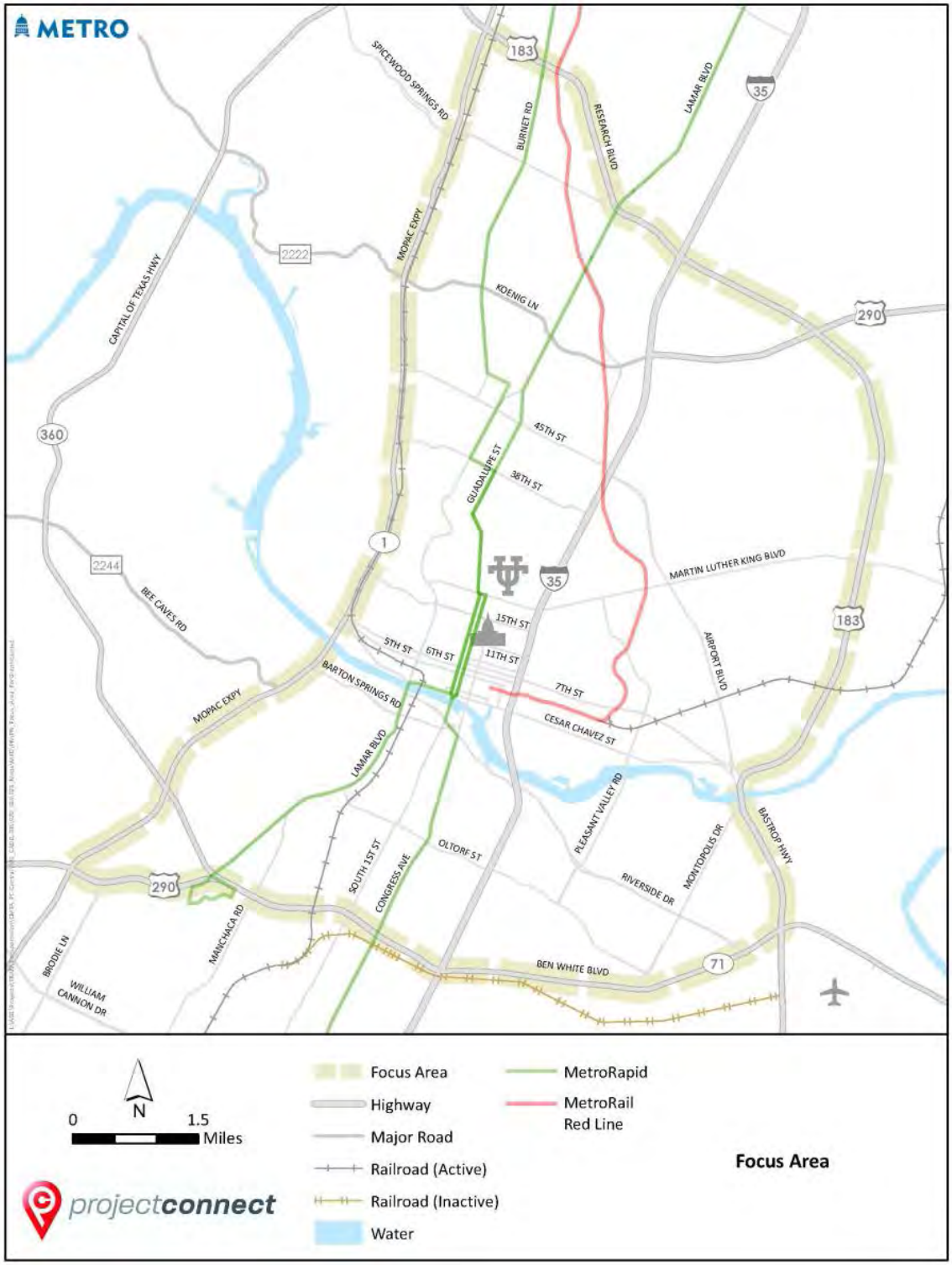
1.1 Corridor Context and Description

Project Connect is a 30-month project being led by Capital Metro that will identify, analyze and prioritize a set of potential high-capacity transit solutions to facilitate travel into, out of and within Central Austin. These initiatives will focus on enhancements to transit services and infrastructure that would improve existing high capacity transit services (MetroRail, MetroRapid, and MetroExpress). Additionally, this initiative will examine corridors that may be suitable for the implementation of future high-capacity transit solutions.

This project builds on the *Project Connect Central Texas High-Capacity Transit System Plan (2012)* that outlined and established a framework for moving forward with developing high-capacity transit in the region. The project worked with regional community members and stakeholders to define how transit should evolve in the region, how would the system and expansions be financed, and what regional partners could be organized to develop and operate the system.

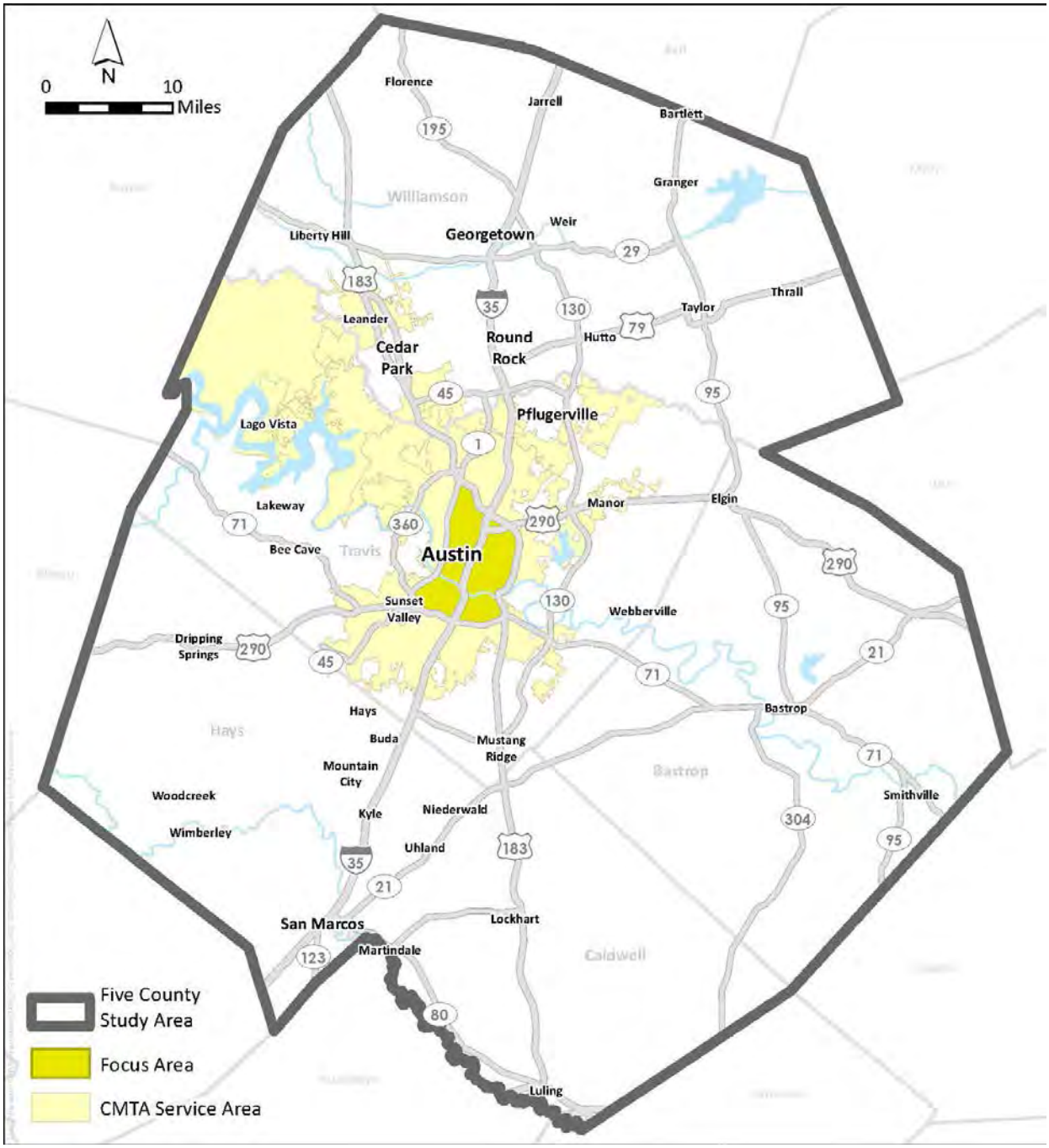
Today, Project Connect has a defined Focus Area in Central Austin that is bounded by US 183 to the north and east, Mopac Expressway (SH 1) to the west, and US 290/Ben White Boulevard to the south. **Figure 1-1** displays the Project Connect Focus Area. While the Focus Area examines a more centralized location, the project also includes a regional Study Area that provides connections to the Focus Area from the surrounding five-county metropolitan statistical area of Bastrop, Caldwell, Hays, Travis and Williamson counties. **Figure 1-2** displays the five-county Study Area. **Figure 1-3** displays the mutual relationship between the Study Area and the Focus Area.

Figure 1-1: Project Connect Focus Area



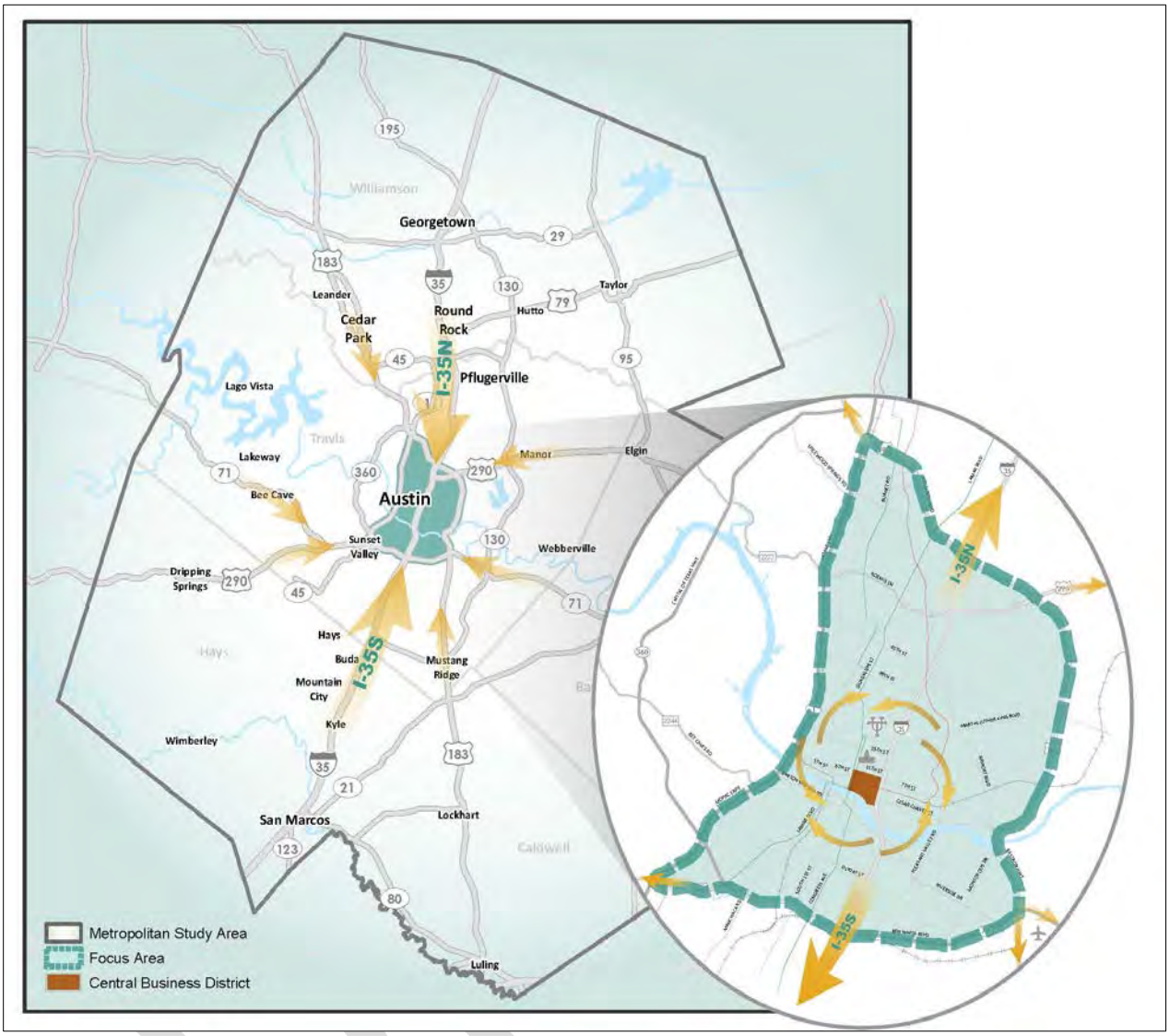
Source: CAMPO

Figure 1-2: Five-County Study Area



Source: CAMPO

Figure 1-3: Project Connect Regional Study Area and Focus Area



Source: CAMPO

1.2 Summary of Project Purpose and Need

Project Connect's purpose is to improve existing high-capacity transit services and develop new high-capacity transit projects that provide efficient travel options to, from, and within the Focus Area. The four project needs are related to mitigating impacts of growth, limited right-of-way (ROW), affordability and cost of living, as well as transit-supportive policies and infrastructure.

- **Project Need #1: Explosive Growth**

The Study Area's population and employment is forecasted to grow significantly. The five-county Study Area's population is expected to grow by 139 percent from 2010 to 2040. Similarly, employment in the five-county Study Area is projected to experience a 202 percent increase from 2010 to 2040. The region's growth would exacerbate already congested roadways, particularly as residential, employment, and entertainment centers are developed outside of Central Austin.

- **Project Need #2: Limited Ability to Build More Roads**

Roadways cannot be expanded to accommodate increasing travel demand. The Capital Area Metropolitan Planning Organization (CAMPO) predicts that vehicle travel in the region could double by 2040, while roadway capacity will only increase by an estimated 15 percent. Additional transportation options, including high capacity transit, will be needed to mitigate the limitations of the roadway network.

- **Project Need #3: Issues of Affordability and Cost of Living**

Low- and moderate-income families in Austin are experiencing a shortage of affordable housing and face difficulty accessing employment and activity centers without vehicle access. Increases in housing prices, rents, and property taxes within the Focus Area have resulted in residents moving further out of the city. The increasing sprawl adds commuters to existing transportation infrastructure therefore adding to congestion, travel time, and cost for those with and without vehicle access.

- **Project Need #4: Establish a Regional Transit System**

The Central Texas Region's transportation plans call for compact activity center growth and development. The *Imagine Austin Comprehensive Plan (2012)* and the CAMPO *2040 Regional Transportation Plan (RTP) (2015)* include policies and strategies for compact growth in centers and corridors supported by transit.

Figure 1-4 displays an overview of the project Needs.

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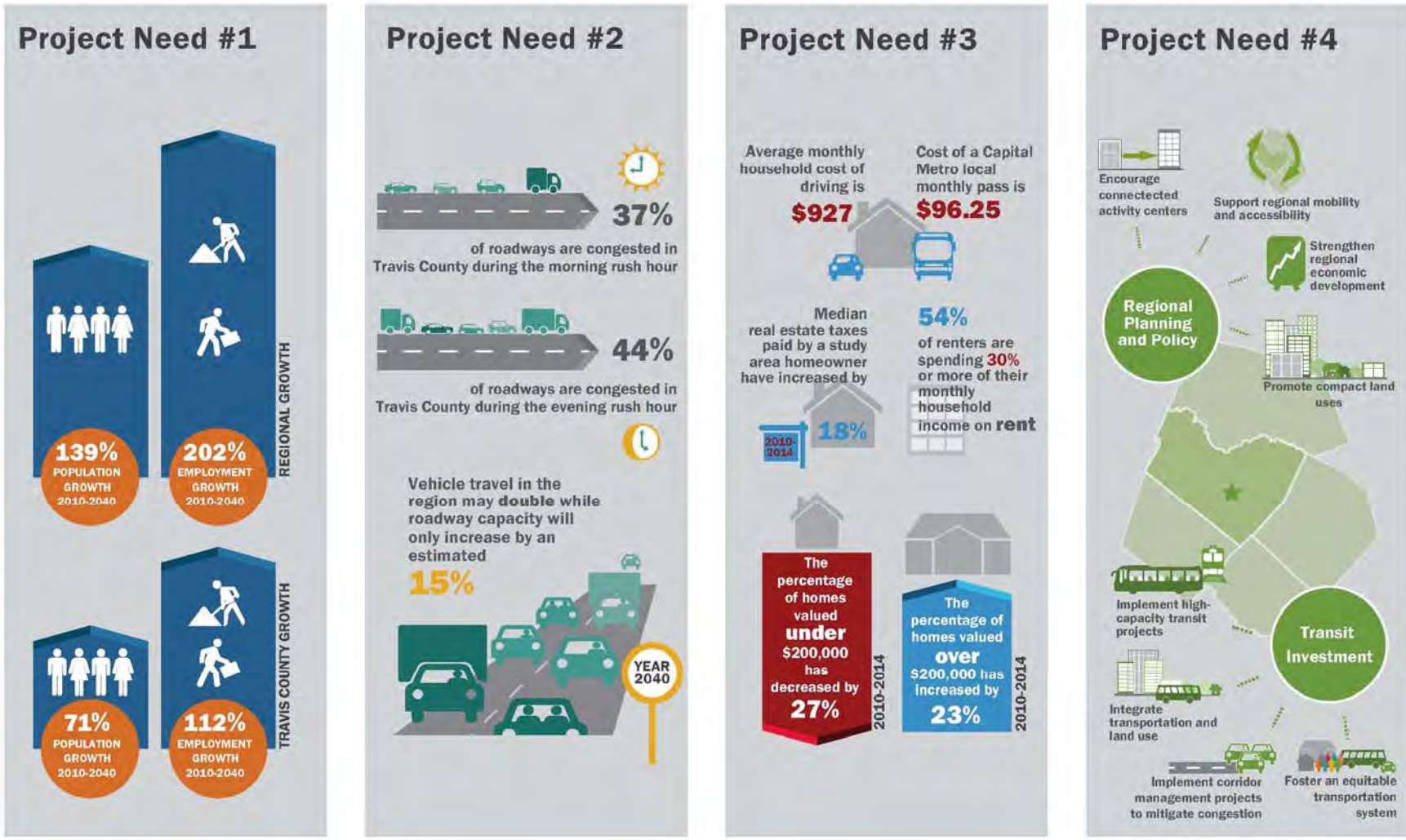
Figure 1-4: Project Connect Needs



Source: CAMPO; CAMPO 2040 Regional Transportation Plan; Center for Neighborhood Technology; Capital Metro; USCB American Community Survey

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2. PROJECT NEED #1: EXPLOSIVE GROWTH

The Study Area's population and employment is forecasted to grow significantly. The Study Area's population and employment is expected to grow 139 percent and 202 percent, respectively, from 2010 to 2040. Within Travis County, population and employment growth from 2010 to 2040 is forecast at 71 percent and 112 percent, respectively. The region's growth will put additional strain on already congested roadways, particularly as residential, employment, and entertainment centers emerge outside of Central Austin.

2.1 Population Growth

In 2010 the population within the five-county Study Area was approximately 1.67 million, and it is projected to increase over 139 percent to over four million people by the year 2040 as shown in **Table 2-1**. These increases in growth are not constrained to the five-county Study Area. Population in the City of Austin, Travis County, and the CAMPO area are forecasted to increase by 67 percent, 71 percent, and 138 percent, respectively, by 2040. The additional residents will increase demand on the existing roadway transportation network and transit system.

Table 2-1: 2010-2040 Population Growth

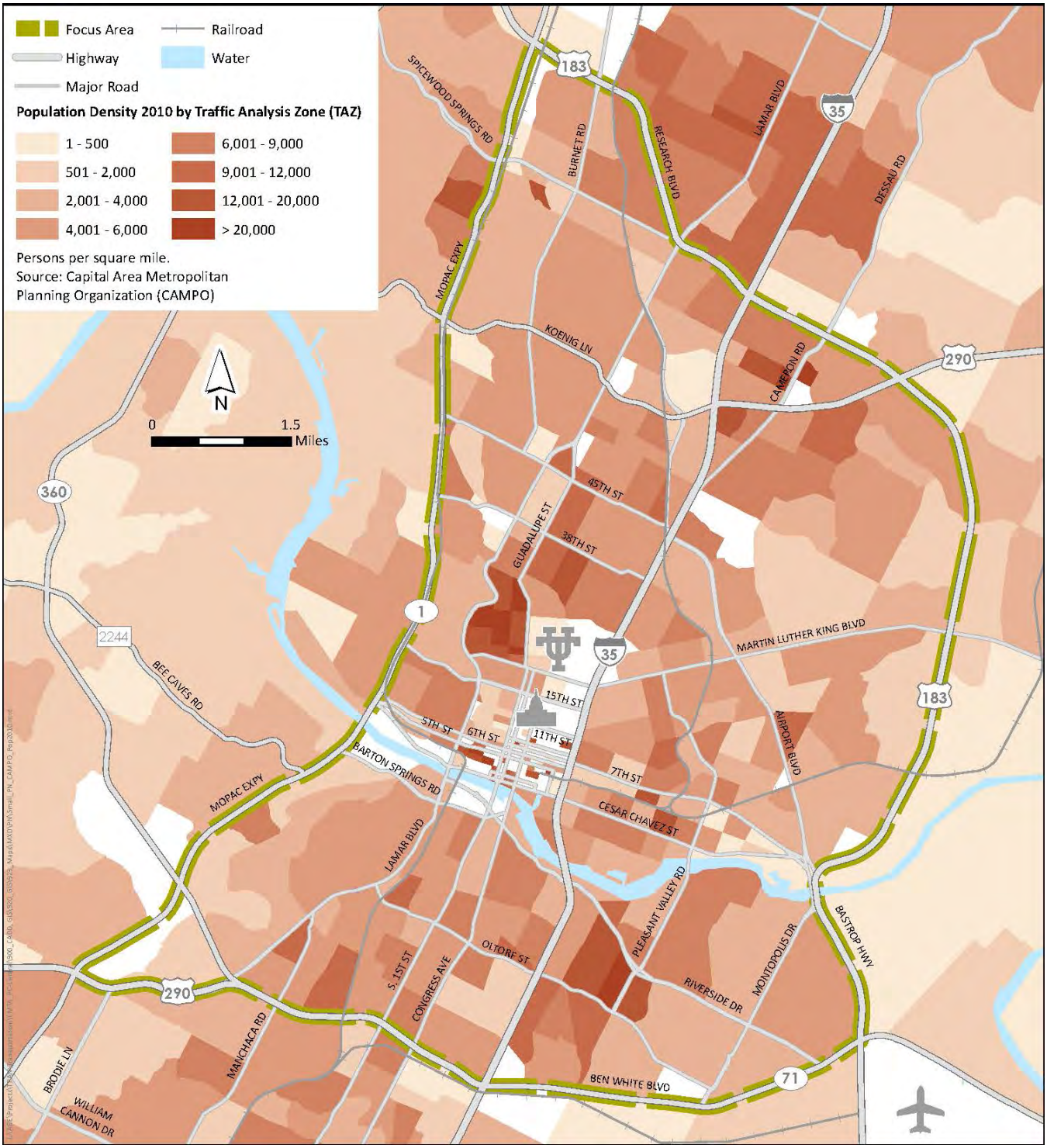
Area	2010	2015	2020	2040	2010 – 2040 Percent Growth
Five-County Study Area	1,675,419	1,978,341	2,282,118	4,005,842	139%
City of Austin	846,989	950,926	1,055,218	1,417,816	67%
City of Cedar Park	60,341	77,705	95,086	103,244	71%
City of Hutto	17,832	22,130	26,432	66,020	270%
City of Leander	26,796	36,898	47,011	98,110	266%
City of Pflugerville	58,868	69,501	80,144	116,069	97%
City of Round Rock	124,760	157,823	190,923	246,811	98%
Travis County	1,001,490	1,125,640	1,250,211	1,709,791	71%
Bastrop County	71,827	85,665	99,595	198,263	176%
Burnet County	41,680	46,847	52,058	72,618	74%
Caldwell County	34,644	40,360	46,110	74,582	115%
Hays County	149,950	200,220	250,653	621,291	314%
Williamson County	417,508	526,456	635,602	1,401,915	236%
CAMPO Region*	1,717,099	2,025,188	2,334,176	4,078,460	138%

**CAMPO region includes six counties: Bastrop, Burnet, Caldwell, Hays, Travis and Williamson*
Source: CAMPO 2040 Plan

As shown **Figure 2-1**, the highest population density in the Focus Area is currently near the University of Texas at Austin (UT). Future population densities, shown in **Figure 2-2**, indicate that the population will significantly increase east of I-35, in the north Austin, and within the downtown Austin core. High-capacity transit connections between these comparatively dense population centers will be necessary to mitigate traffic congestion and to connect people to employment centers.

Within the CAMPO region the cities of Hutto (northeast of Austin) and Leander (northwest of Austin) would experience the greatest expected population growth from 2010 to 2040. Hutto is forecasted to grow by 270 percent and Leander's population would increase by 266 percent. Hutto and Leander are both located in Williamson County which from 2010—2040 will experience a 236 percent increase in population. Williamson County is second to Hays County which is expected to grow by 314 percent by 2040. **Figure 2-3** displays population growth within the region. This forecasted population growth will put additional strain on an already congested roadway system placing an even greater need for a high-capacity transit options for Austin and the region.

Figure 2-1: 2010 Focus Area Population Density



Source: CAMPO

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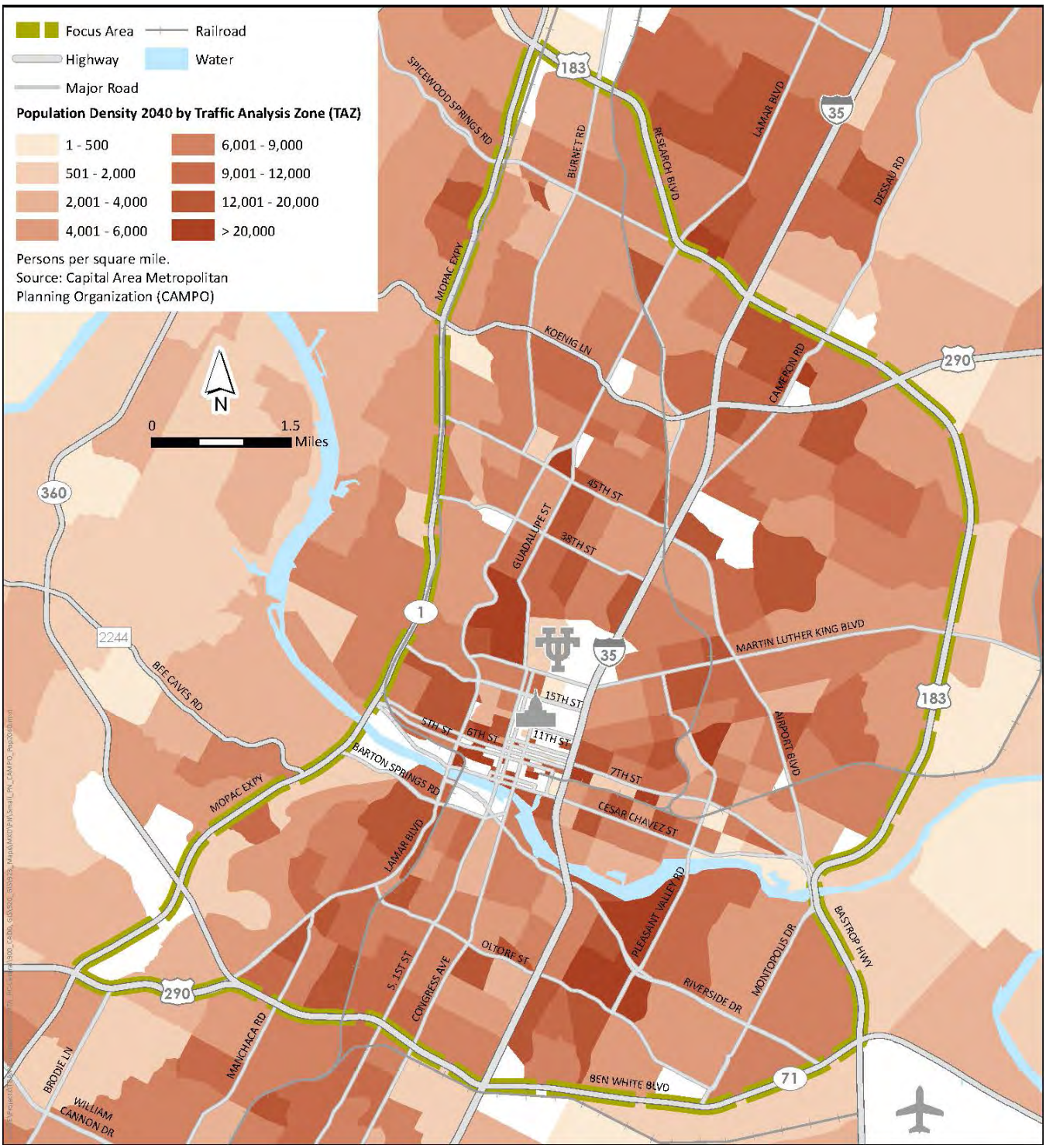
Figure 2-2: 2040 Focus Area Population Density



Source: CAMPO

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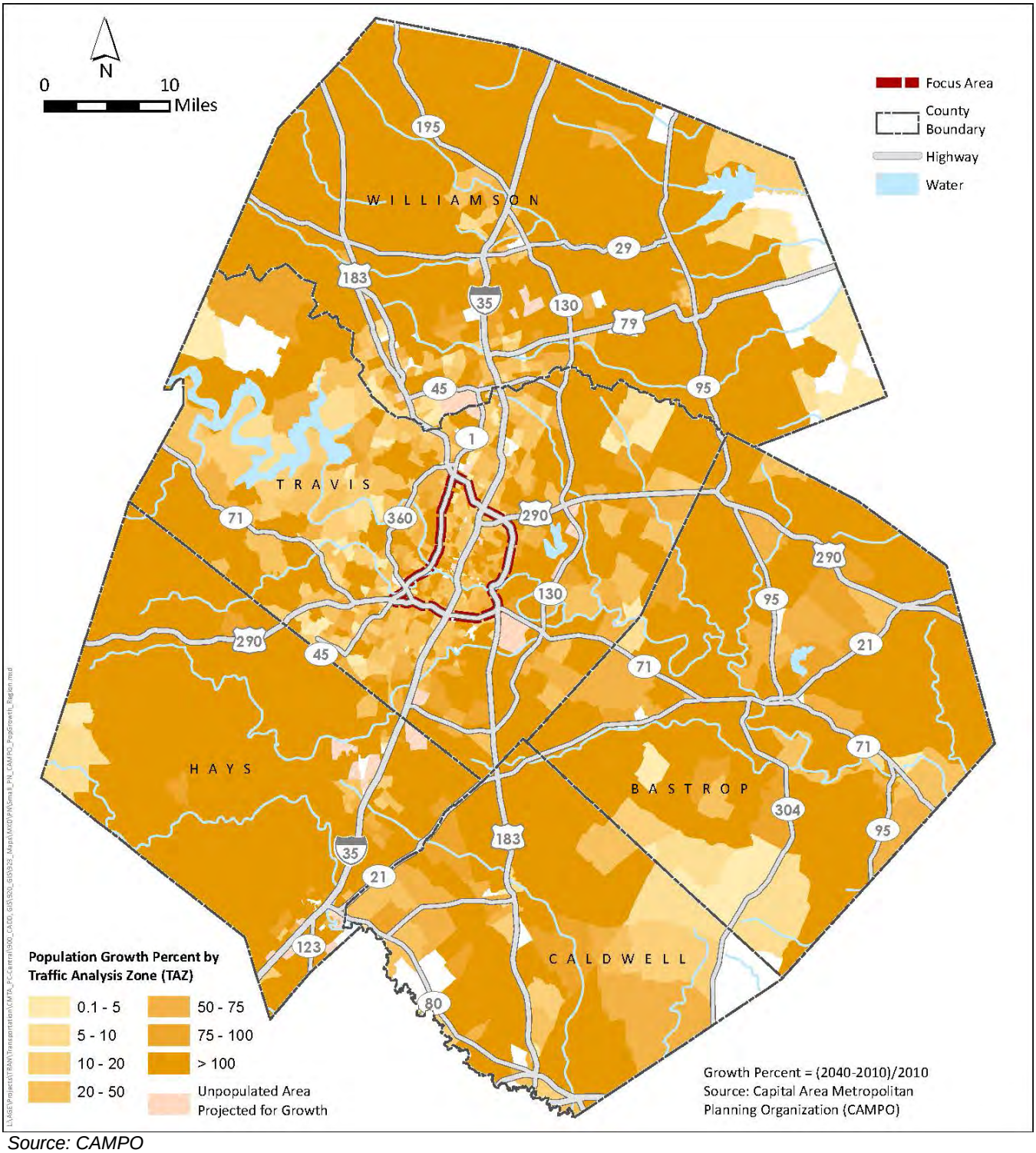
Figure 2-3: Study Area Population Growth (2010 – 2040)



Source: CAMPO

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2.2 Employment Growth

According to CAMPO estimates, nearly 2.3 million people will work in the five-county Study Area in 2040, an increase of 202 percent from 2010. The employment growth is not constrained to the Study Area however, as employment in Travis County and the City of Austin is projected to increase by 112 and 125 percent (**Table 2-2**).

As shown in **Table 2-2** and **Figure 2-6,** Williamson County and Hays County have the highest employment growth in the region at 490 percent and 469 percent respectively. The employment growth is occurring along the major travel corridors in the region – I-35, US 183 and US 290 – from Hays County to north Travis County and into Williamson County.

Figure 2-4 and **Figure 2-5** provide detail of the existing and future employment density within the Focus Area. While the highest employment density can be found in downtown Austin – and this area is expected to see high rates of employment growth through 2040 – high rates of employment growth are also projected north of downtown near the Triangle area (45th Street and Lamar) and along the Burnet Road corridor north of Spicewood Springs.

Table 2-2: 2010-2040 Employment Growth

Area	2010	2015	2020	2040	2010 – 2040 Percent Growth
Five-County Study Area	760,292	944,538	1,127,623	2,296,746	202%
City of Austin	532,359	639,403	740,263	1,198,348	125%
City of Cedar Park	13,560	21,573	29,624	95,300	603%
City of Hutto	2,111	3,447	4,777	23,641	1,020%
City of Leander	5,432	8,191	10,876	54,819	909%
City of Pflugerville	8,062	10,979	13,915	24,445	203%
City of Round Rock	53,740	73,732	93,753	217,257	304%
Travis County	563,637	662,185	760,507	1,195,660	112%
Bastrop County	15,658	20,746	25,533	64,184	310%
Burnet County	12,132	14,475	16,814	27,990	131%
Caldwell County	7,149	8,956	10,723	21,032	194%
Hays County	47,451	68,697	89,502	270,170	469%
Williamson County	126,397	183,954	241,358	745,700	490%
CAMPO Region	772,424	959,013	1,144,437	2,324,736	200%

**CAMPO region includes six counties: Bastrop, Burnet, Caldwell, Hays, Travis and Williamson*

Source: CAMPO 2040 Plan

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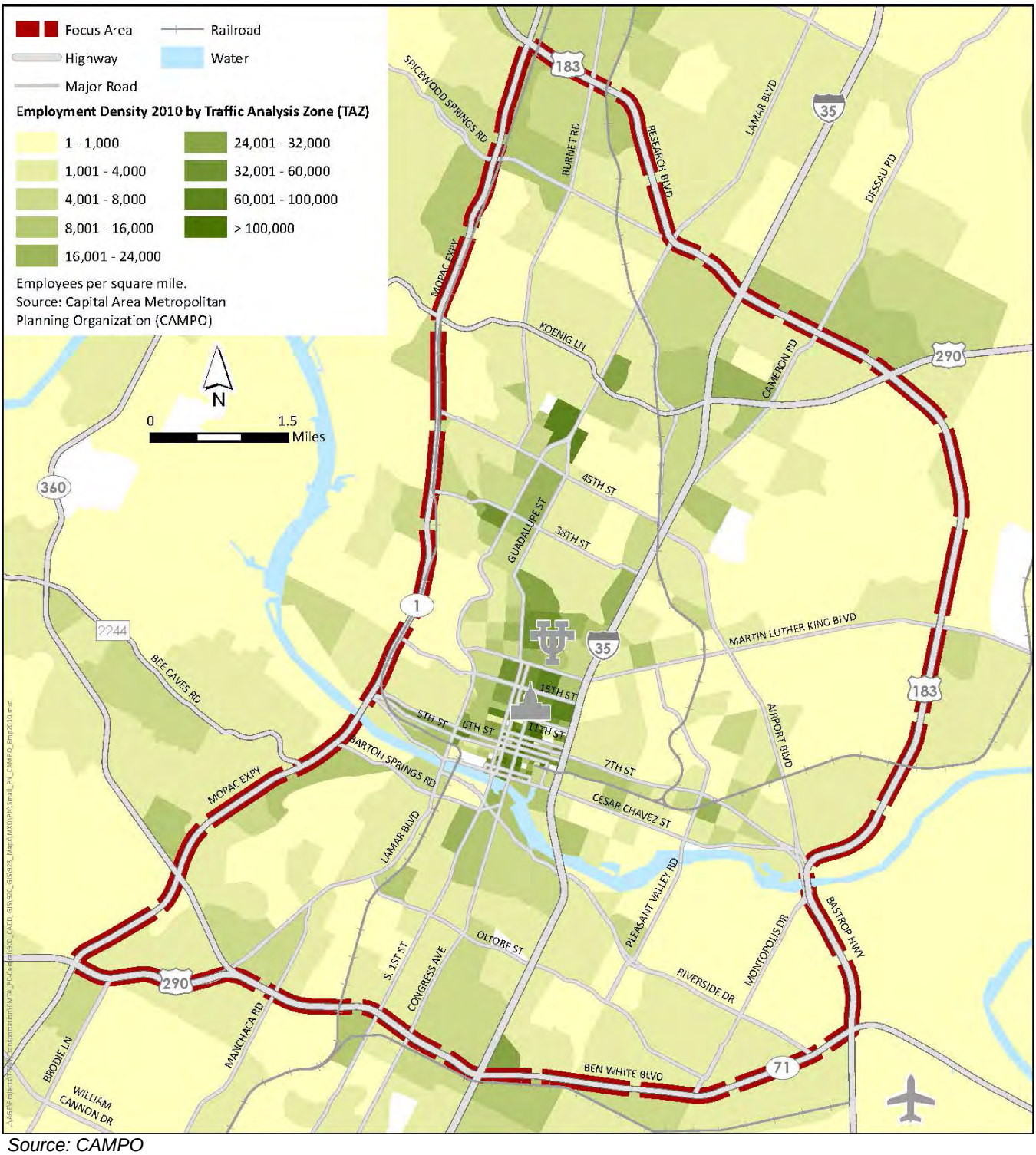
Figure 2-4: 2010 Focus Area Employment Density



Source: CAMPO

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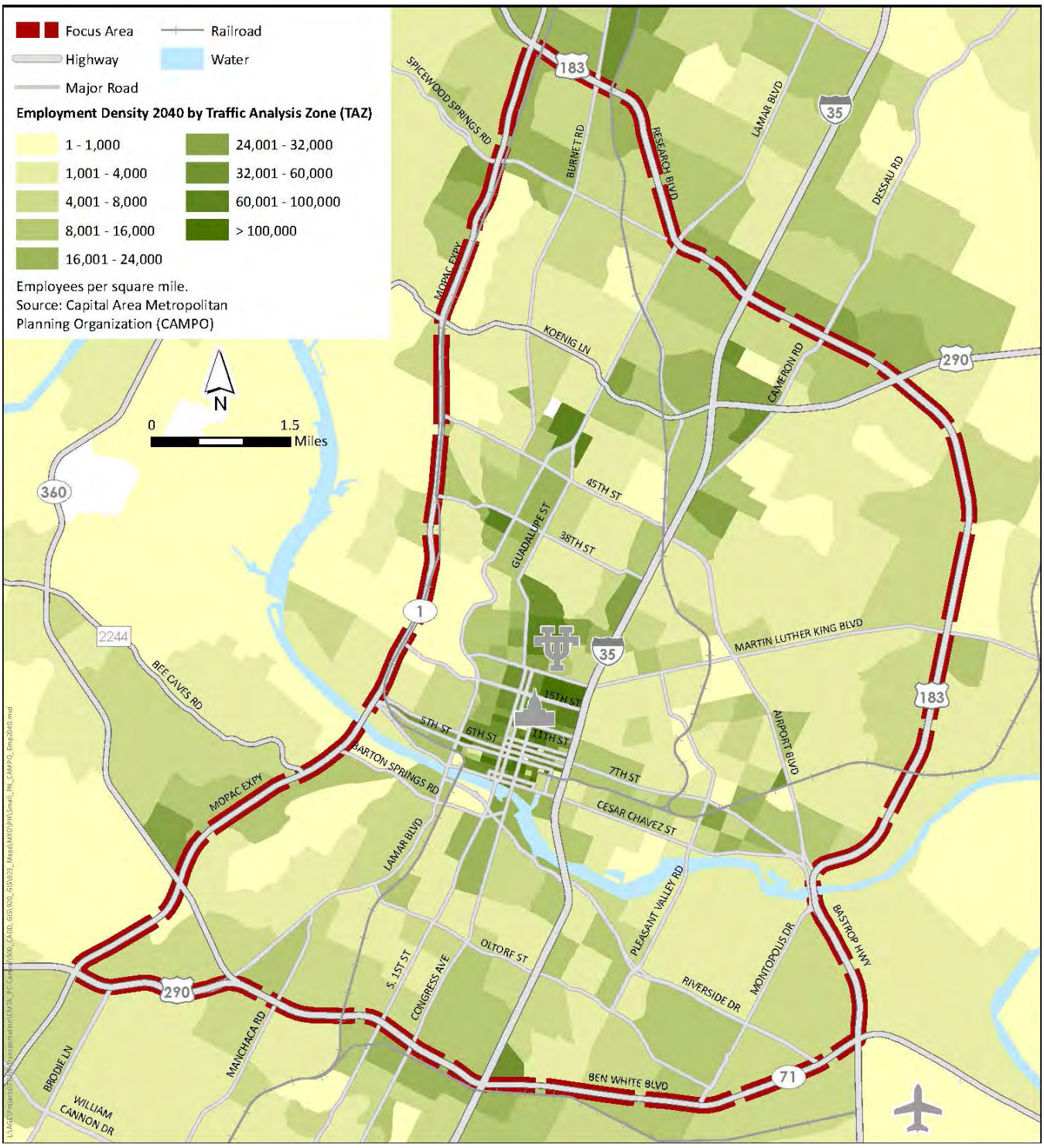
Figure 2-5: 2040 Focus Area Employment Density



Source: CAMPO

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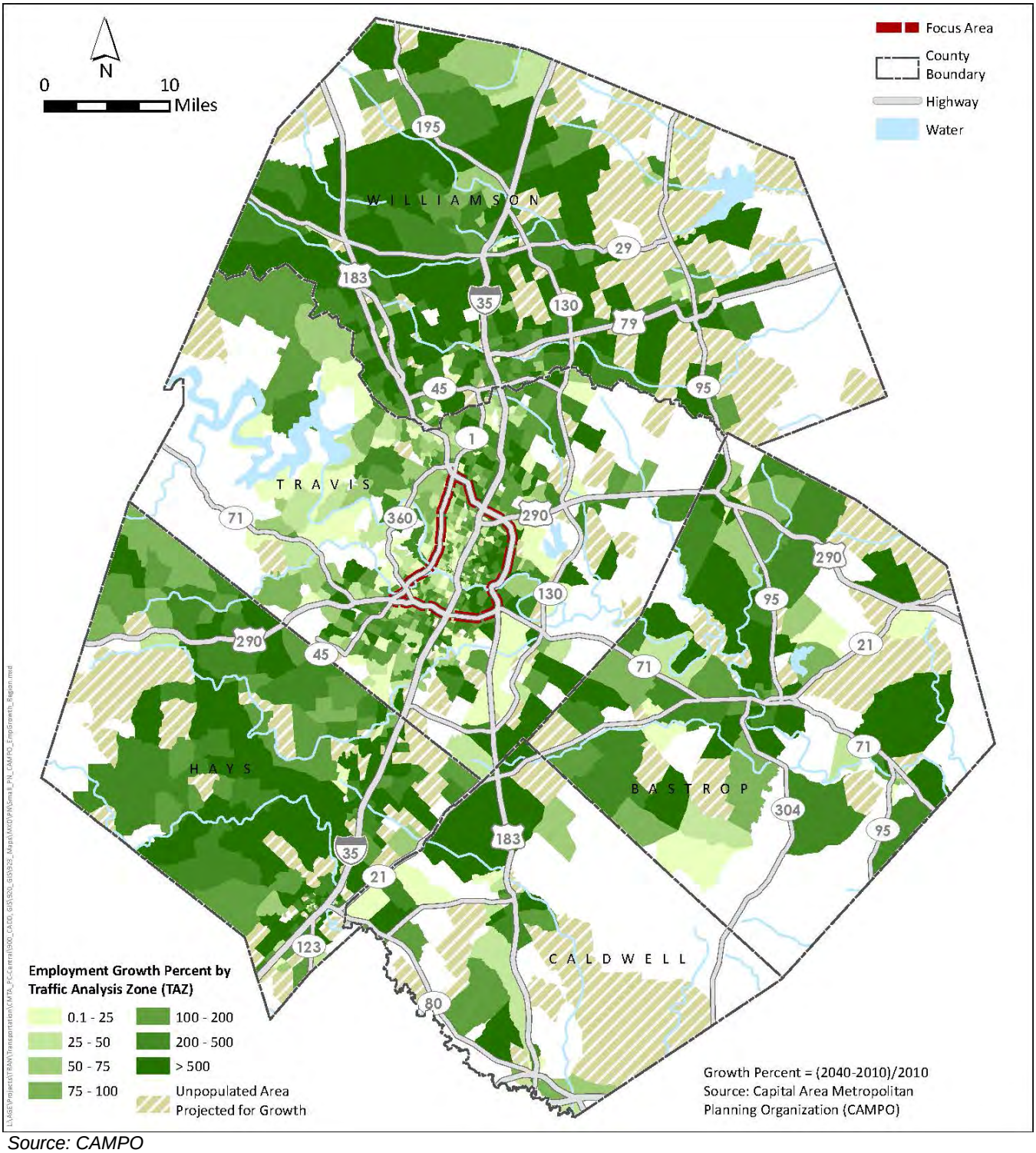
Figure 2-6: Study Area Employment Growth, 2010-2040



Source: CAMPO

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The State of Texas is by far the largest employer in the region with nearly 70,000 employees. Although a large portion of the state jobs are located within the Focus Area there are a number of state facilities and employment centers located throughout the region. As shown in **Table 2-3**, many of the largest employers have their primary facilities in the Focus Area including UT, Seton Healthcare, City of Austin, the Federal Government and St. David's Healthcare. The continued growth of Central Austin as an employment center over the next 30 years will necessitate transportation alternatives for commuters from the fast growing communities in Williamson and Hays counties as well as throughout the region.

Table 2-3: Study Area Major Employers

Employer*	Industry	Number of Employees
State of Texas	Government	69,777
University of Texas at Austin	Education	14,079
Dell	Computer Manufacturing, Sales, HQ	14,000
City of Austin	Government	12,000
Federal Government	Government	11,991
Seton Healthcare Network	Healthcare Services	11,500
Austin Independent School District	Education	10,672
St. David's Healthcare	Healthcare Services	6,600
IBM	Computer Manufacturing, Sales, HQ	6,239
Freescale Semiconductor	Semiconductor, HQ	5,000

Source: City of Austin, 2012

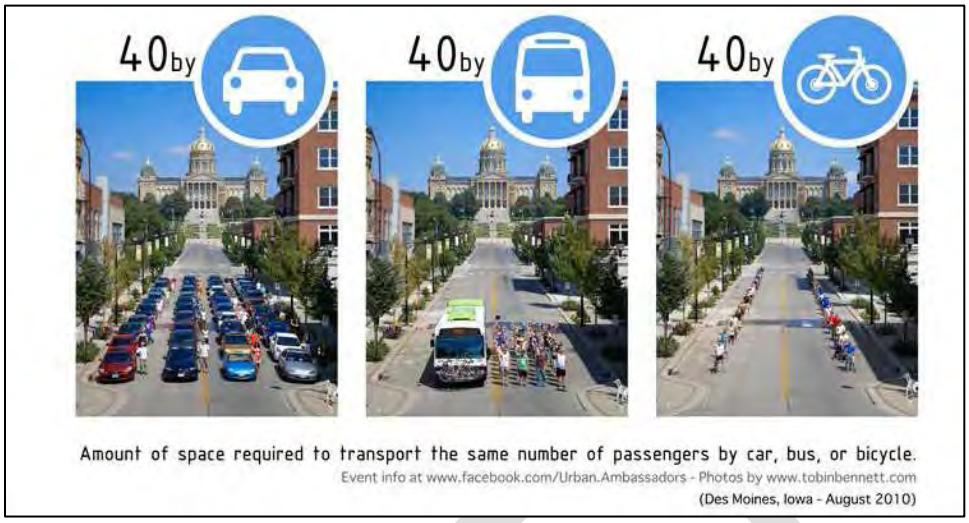
3. PROJECT NEED #2: LIMITED ABILITY TO BUILD MORE ROADS

Roadways cannot be expanded to accommodate increasing demand. Thirty seven (37) percent of Travis County's roads experience congestion during the morning rush hour, and 44 percent experience moderate to severe congestion in the evening rush hour. CAMPO predicts that vehicle travel in the region could double by 2040, while roadway capacity would only increase an estimated 15 percent. Population growth coupled with limited opportunities for roadway expansion would likely cause increases in congestion, and has the potential to impact quality of life, economic development and personal expenditures.

3.1 Efficient Use of Existing Transportation Infrastructure

An efficient transportation system allows people to travel where they need to without experiencing adverse traffic delays regardless of modal choice (automobile, public transit, bicycling, or walking). The *Imagine Austin* comprehensive plan emphasizes the need for smart growth and infill development. The plan calls for investment into a "compact and connected" Austin that utilizes not only cars, but bus, rail, bicycling, and walking. Land use changes combined with a balanced transportation network can help to reduce vehicles on the roadway by providing a choice in commuting mode, and reducing the necessity of long trips for daily needs. Through a reduction of trip duration and vehicles on the roadway, the existing transportation network can be more efficiently utilized **(Figure 3-1).**

Figure 3-1: Comparison of Throughput by Vehicle



Source: Des Moines Area Regional Transit Environmental Awareness Campaign

With the launch of the City of Austin Strategic Mobility Plan (ASMP) initiative in fall 2016, the Austin Metropolitan Area Transportation Plan will experience its first update since 1995. The mission of the plan is to improve efficiencies, manage demand and strategically add capacity in all modes of transportation. A major component of the ASMP is the classification of all local streets and development of a design guideline for the ultimate configuration of each roadway, including the incorporation of transit and other multimodal improvements.

As highlighted in the Texas Transportation Institute's (TTI) *Mobility Investment Priorities* report for I-35, additional capacity would be necessary for any substantial improvement in congestion; however, additional ROW adjacent to I-35 is limited. Central Austin is heavily developed and the acquisition of property to add capacity to I-35 could be prohibitively expensive, unfavorable to the community, and could pose considerable environmental challenges. Building more roadway lanes also has other long-term consequences such as lower property values and potential visual and air quality impacts. Therefore, it is important to explore other investment opportunities such as high-capacity transit that help make the existing transportation network more efficient. These solutions, rather than short-term fixes like building additional lanes, will make the transportation network more efficient and allow for additional commuters to travel within the footprint of the existing roadway network.

3.2 Alternatives to Automobiles

Congestion in Central Austin is a symptom of a non-functioning model of transportation. Previous transportation planning methods sought to alleviate congestion by only expanding roadways. Modern planning techniques improve transportation by integrating multiple modes of transportation with land use strategies. As discovered through extensive public outreach in Project Connect, the City of Austin initiative Mobility Talks 2016, and the CAMPO 2040 plan, the public's opinion is clear: Central Texans want more transportation choices. Investment in high-capacity transit will mitigate congestion by providing commuters an alternative to automobiles.

Through public surveys in the City of Austin Mobility Talks initiative, over 7,000 people provided input. When asked how the City should manage congestion, 41 percent of respondents desired increased public transportation options and services and 19 percent wanted the City to implement strategies that reduced the number of cars on roadways. In addition, respondents wanted improved public transportation connections to neighborhoods. This notion reinforces the need for increased investment in the transit network.

Transportation planning and investment is an often complex and difficult process. Part of the complexity resides in the desire to achieve a consensus for the planning effort. Future investment in transportation solutions must undertake a collaborative process that includes the public, stakeholders, and government entities to build strong and wide-reaching consensus.

3.3 Accommodating Future Growth

The Study Area's growth cannot be accommodated through auto-oriented infrastructure only. As discussed above, the CAMPO area population is projected to double by 2040. In addition, for decades, transportation investments have focused on local roads and the highway system. A focus on roads alone as the main transportation investment cannot continue given the major population boom expected in Central Texas, as there is simply not enough space. The *Mobility Investment Priorities Project (TxDOT and Texas Transportation Institute (TTI))*, states that after implementation of all of the roadway expansion projects listed in the CAMPO 2040 Plan, congestion will continue to get worse. The study highlights that more efficient operation of the transportation system, new development patterns, and travel behavior changes are all necessary to prevent the future congestion situation. In addition to the *Mobility Investment Priorities Project* several other recent planning studies address transportation strategies for accommodating future growth.

Austin's *Strategic Mobility Plan (SMP) (2014)*[1] is a summary-level document produced by the City of Austin in advance of a local transportation bond referendum to acknowledge the growing transportation needs of the region resulting from the swelling population. The document identifies potential projects of regional significance to address these challenges. The SMP states that I-35 is in the Top 25 of the worst congested corridors in the nation and carries more than 200,000 vehicles per day. By 2040, the region will experience a population growth of 138 percent or a total of approximately four million residents. From 1980 to 2010 VMTs for the Austin Metro area experienced a significant increase of 283 percent, and with the population expected to double by 2040, it can be expected that conditions will become increasingly worse for commuters.

The SMP states that since 2000, approximately $5 billion has been spent on roadways in the region, but investment has not been able to keep up with growth. Much of this investment has been utilized for additional capacity, improving highway interchanges, and adding highway managed lanes. However, it is clear that a multi-modal approach has not been realized over the past decade, and that fundamental changes to investment should occur to address growing issues related to mobility. The *CAMPO 2040* Plan, Austin's *Strategic Mobility Plan*, and the *Mobility Investment Priorities Project* reports all suggest the need for a balanced transportation network. Additionally, public opinion surveys suggest that public transportation, bicycle, and pedestrian investments are priorities for the region.

Future transportation investments in Austin have the potential to utilize innovative technologies that can assist to maximize the potential of the transportation network. Austin's *Smart City Challenge (2016)* proposal highlights technologies that would augment the efficiency of physical infrastructure by providing information, connectivity, and lower costs through fuel savings. The proposal included the development of a Mobility Innovation Center (MIC) which would be the hub for open data collected from the transportation network. Data collected from the transportation network can be used to optimize bus routes and connected vehicles in real time. Automated and connected vehicles could eventually help augment Austin's transportation network by providing consistent, efficient, reliable and flexible transportation options by synchronizing transportation data/information, allowing for more comprehensive trip planning. The technology would allow "park-and-rides" to become a "one-stop-shop" for mobility options, including public transit buses, trains, car share, automated taxi and bike share.

[1] *The Strategic Mobility Plan has not been adopted by the City of Austin.*

4. PROJECT NEED #3: ISSUES OF AFFORDABILITY AND COST OF LIVING

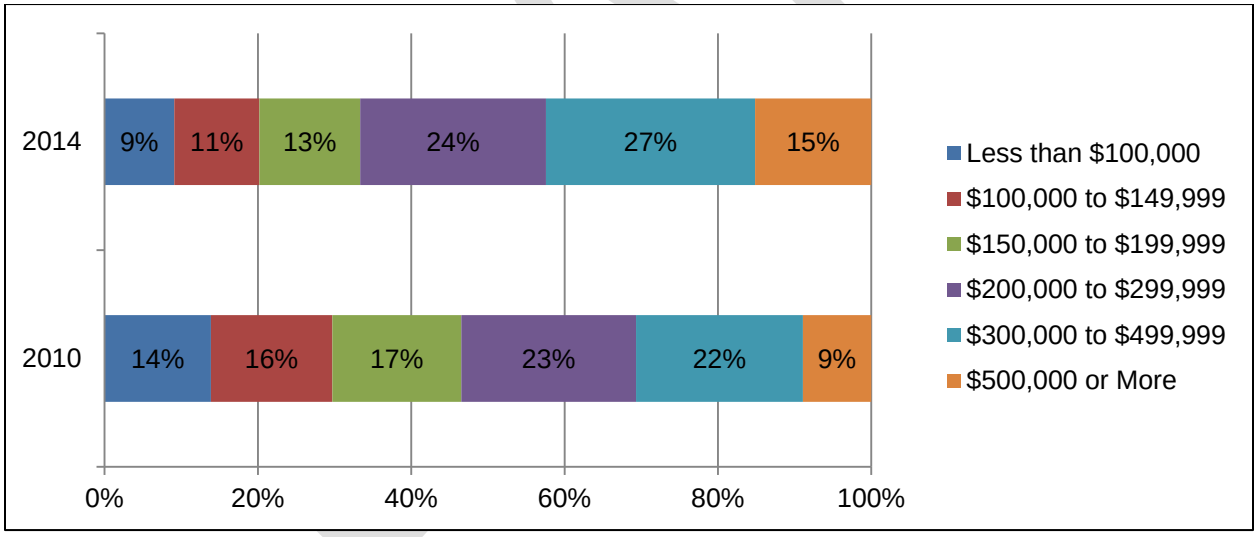
Low- and moderate-income families in Austin are experiencing a shortage of affordable housing and face difficulty accessing employment and activity centers without vehicle access. Increases in housing prices, rents, and property taxes within the Focus Area have resulted in residents moving further out of the city. The increasing sprawl adds commuters to existing transportation infrastructure therefore adding to congestion, travel time, and cost for those with and without vehicle access.

4.1 Displacement of Austin Residents

Housing costs have risen, forcing many existing Austin residents to move out of the City to afford housing. Austin's 2014 *Comprehensive Housing Market Analysis* (CHMA) found that "two in five in-commuter[2] homeowners and renters chose to live outside Austin because they either couldn't afford to buy in Austin or couldn't afford to rent."[3] Affordable housing is defined as "housing in which the occupant(s) is/are paying no more than 30 percent of his or her income for gross housing costs, including utilities."[4]

As shown in **Figure 4-1**, the percentage of homes valued over $200,000 has increased by 23 percent between 2010 and 2014, while the percentage of homes valued under $200,000 has decreased by 27percent. This shift means that fewer homes are affordable to low- and moderate-income households; the decreasing supply of homes valued under $200,000 is disproportionally affecting low-income households, as they must increasingly compete with moderate-income households for a shrinking pool of lower-priced homes.

Figure 4-1: Distribution of Austin Home Values, 2010-2014

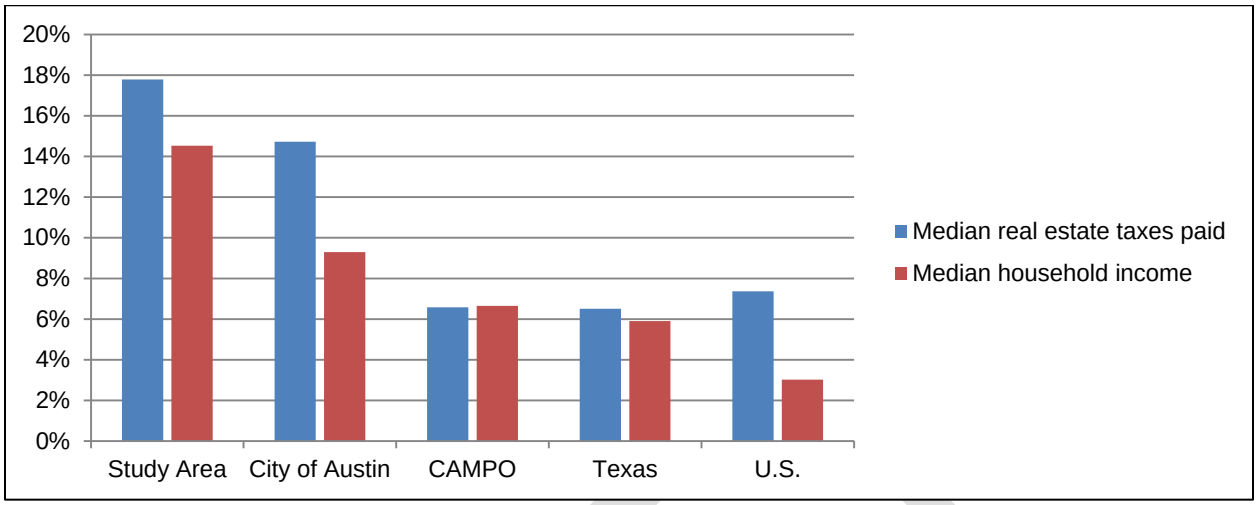


Source: United States Census American Community Survey, 5-Year 2010 and 5-Year 2014

Another outcome of increasing home values is increasing property taxes. As shown in **Figure 4-2,** median property taxes in the Study Area have increased 18 percent between 2010 and 2014 – from $3,625 to $4,270; increases in median household income have not risen at the same pace. Property taxes – either directly paid by the owner or passed on to renters – are another pressure on already strained low- and moderate-income household budgets.

[2] *In-commuter is a person who works in Austin but lives outside of the city limits.*
[3] *City of Austin, 2014 Comprehensive Market Analysis; Section III, p. 3*
[4] *U.S. Department of Housing and Urban Development*

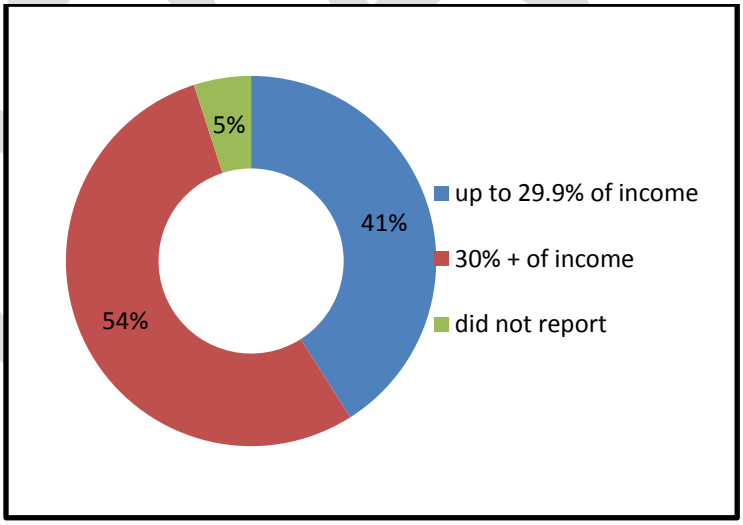
Figure 4-2: Percent Increase in Median Real Estate Taxes Paid and Median Household Income, 2010-2014



Source: United States Census American Community Survey, 5-Year 2010 and 5-Year 2014

The majority of Austin renters (54 percent) are considered "cost-burdened," or pay 30 percent or more of their household income on rent, as shown in **Figure 4-3**. The rising housing costs have real impacts on Austin residents; the CMHA found that "more than one-fourth of Austin residents have sought additional employment to pay for housing costs. Roughly one-third of renters have gone without health care to afford housing."[5]

Figure 4-3: Percent of Household Income Spent on Rent, 2014



Source: United States Census American Community Survey, 5-Year 2010 and 5-Year 2014

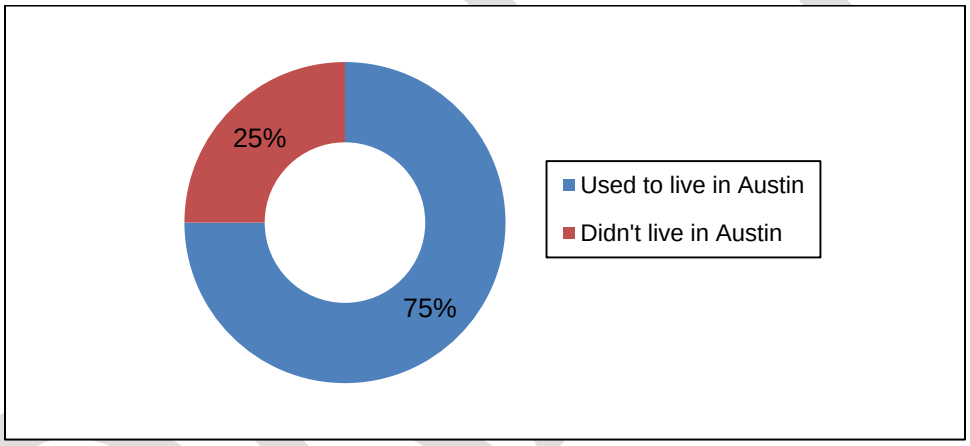
[5] *City of Austin, 2014 Comprehensive Market Analysis; Section ES, p. 8*

Currently, Central Austin's lowest median income households can be found east of I-35. This is the same area that is projected to experience some of Central Austin's highest rates of population and employment growth through 2040. It is likely that, if left unchecked, this growth will accelerate the trend of increasing home values in Central Austin and will continue to push low-and moderate-income households outside of the city.

The supply of housing that is affordable to low- and moderate-income households is decreasing. This fact, combined with increasing property taxes and cost-burdening rents are forcing people to move outside of Austin in search of more affordable housing, as shown in **Figure 4-4**. While this move may alleviate some housing costs for these households, it may generate other negative outcomes, including increasing dependence on a car for mobility, and increasing personal expenses related to transportation.

Those residents who move to affordable housing outside of Austin may still need to commute into Central Austin for jobs. The *Comprehensive Housing Market Analysis (2014)* found that "about three in four in-commuters used to live in Austin. One in four in-commuter homeowners and 53 percent of in-commuter renters moved out of the City of Austin since 2010."[6] This demonstrates that while housing may be cheaper outside of the city, jobs continue to be concentrated in Central Austin.

Figure 4-4: Percent of Commuters that Previously Lived in the City of Austin



Source: City of Austin 2014 Comprehensive Housing Market Analysis

4.2 Cost of Living

The average cost of car ownership is not affordable for the average Austin household. As shown in **Source:** *United States Census American Community Survey, 5-Year 2010 and 5-Year 2014*, low-income households spend a significantly larger percentage of their income on transportation in comparison to wealthy households. For the average American household, transportation accounts for the second biggest slice of household budgets after housing, accounting for over 17 percent of all expenditures in 2013.[7] Moreover, as incomes increase, the share spent on transportation decreases.

Figure 4-5: Household Spending on Transportation (2013)

	Low Income Household	Average Household	Wealthy Household
	$17,508	$63,784	$238,245
% of Annual Income	21.3%	14.1%	8.4%
% of Annual Expenditures	14.6%	17.6%	15.8%

Based on data from the U.S. Bureau of Labor statistics.

[6] *City of Austin, 2014 Comprehensive Housing Market Analysis; Section III, p. 2*

[7] *U.S. Bureau of Labor Statistics, Consumer Expenditure Survey, Consumer Expenditures – 2013*

A non-profit organization[8] that tracks the total cost of car ownership across the country calculates that the average total monthly driving cost for an Austin household is $927. This exceeds what is considered affordable to Austin households by 22 percent ("affordable" is defined as 15 percent or less of household income, which equals $760 in Austin).

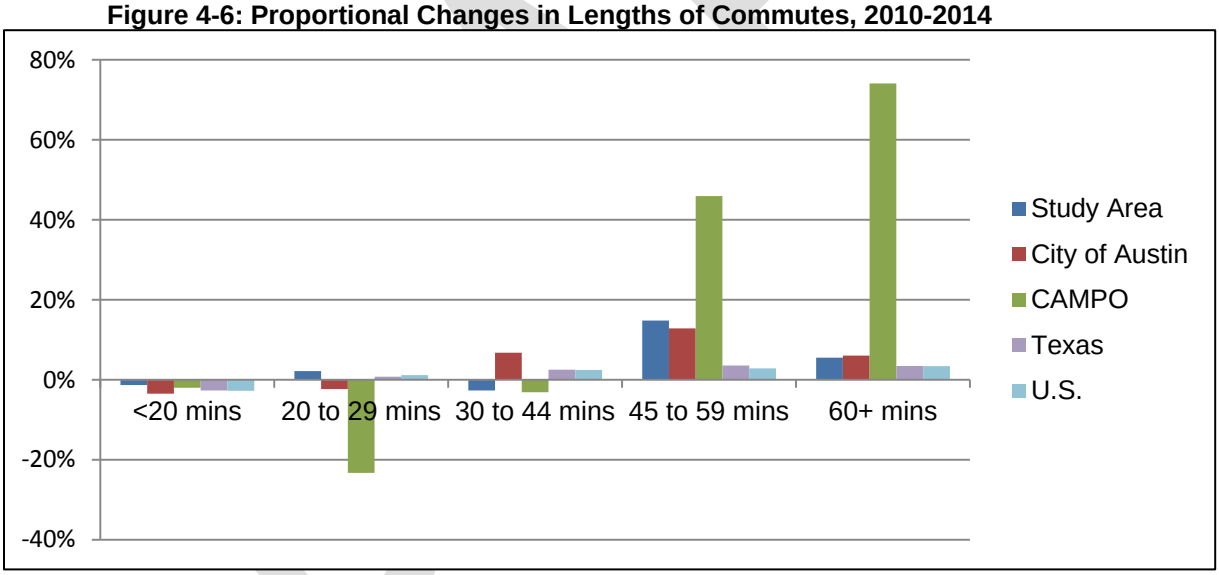
Transit provides a more cost-efficient transportation option that may allow some households to give up driving or to reduce the number of cars that they own. A Capital Metro Local 31-Day Pass costs $41.25; a Premium 31-Day Pass costs $62.00; and, a Commuter 31-Day Pass costs $96.25. The Commuter 31-Day Pass is 10 percent of the monthly cost to own and drive a car in Austin.

For low-income households for whom the proportional cost of car ownership is high, expanding transit options may help to decrease household transportation expenses and allow for additional spending on other household budget items like food and healthcare.

4.3 Increasing Commute times

More Central Texas commuters are commuting for longer. Many of the people moving outside of Central Austin searching for affordable housing must still commute into Central Austin for work. More drivers on the roadways increase congestion and commute times. As shown in **Figure 4-6**, the percentage of commutes over 45 minutes has increased dramatically for residents in the five-county Study Area, City and CAMPO region; the percentage of commutes under 30 minutes has decreased (with some minor exceptions).

Figure 4-6: Proportional Changes in Lengths of Commutes, 2010-2014



Source: United States Census American Community Survey, 5-Year 2010 and 5-Year 2014

Research conducted at Harvard University[9] has found that "commuting time has emerged as the single strongest factor in the odds of escaping poverty. The longer an average commute in a given county, the worse the chances of low-income families there moving up the ladder."[10] Increasing commute times are a negative indicator of economic outcomes; time-efficient, cost-effective transit options between housing and jobs will help shorten commute times and expand economic opportunity, particularly for lower-income residents.

[8] *Center for Neighborhood Technology; http://www.cnt.org/tools/total-driving-costs*

[9] *Raj Chetty and Nathaniel Hendren, "The Impacts of Neighborhoods on Intergenerational Mobility: Childhood Exposure Effects and County-Level Estimates," Harvard University, April 2015.*

[10] *Mikayla Bouchard, "Transportation Emerges as Crucial to Escaping Poverty," The New York Times, May 7, 2015.*

5. PROJECT NEED #4: IMPLEMENT A REGIONAL TRANSIT SYSTEM

The Central Texas Region's transportation plans call for compact activity center growth and development. The *Imagine Austin Comprehensive Plan (2012)* and the CAMPO *2040 Regional Transportation Plan (RTP) (2015)* include policies and strategies for compact growth in centers and corridors supported by transit.

5.1 Regional Goals to Incorporate High-Capacity Transit

Local and regional plans encourage compact, sustainable growth patterns that rely on coordination with transit investment for implementation. As summarized below, in recent years planning studies and policies at the local, regional, and state level have addressed the need for improved transit options and operations, and supportive land use policies within the Central Austin area.

CodeNEXT: Mobility Code Prescription (ongoing)

CodeNEXT is an initiative in the City of Austin to revise its Land Development Code of the city, as called for in *Imagine Austin*. CodeNEXT created the Community Character Manual, which defines the unique design and character of the different neighborhoods in Austin. CodeNEXT also produced a Mobility Code Prescription paper focusing on the transportation challenges in the City of Austin and the potential opportunities to address these issues through the Land Development Code. Building on this work, the CodeNEXT initiative is now focusing on reviewing and drafting a new zoning code (forthcoming in 2017).

Draft Austin Strategic Housing Plan (ongoing)

The draft Plan has found that "Austin is becoming less affordable for many residents, including Austinites who embody the city's character and who provide critical services in the community." The Plan recommends a series of funding mechanisms, regulatory changes, and other approaches to achieve market rate and affordable housing goals. Reduction in transportation costs through proximity to transportation choices is a consistent theme throughout the Plan. One draft Plan goal is to link housing with transportation: 25 percent of affordable housing will be created or preserved within ¼-mile of high frequency transit. Additional strategies to help Austinites reduce their transportation costs include:

- Encourage development in a compact and connected manner so households of all incomes have access to a range of affordable housing and transportation choices and can easily access jobs, basic needs, education opportunities, and public services, all while travelling shorter distances
- Strengthen scoring criteria and develop policies to prioritize affordable housing near current and future transit
- Minimize the displacement of core transit riders
- Link housing choices with transportation choices
- Comprehensive parking reform
- Increase bikeability
- Increase walkability
- Align Sidewalk Master Plan with Imagine Austin

Local Transit Development Plans (TDPs) (ongoing)

CMTA has partnered with the Central Texas municipalities of Buda, Georgetown, Hutto and Pflugerville to develop a series of TDPs to assist the municipalities realizing their public transit goals and to help advance regional goals for transit expansion. The TDPs are local transit plans for these cities, that serve transit needs within the city limits and connect to existing and future regional transit options to form a regional transit network. Goals of the TDPs focus on improving mobility, the region's environmental and economic sustainability and mitigating the increase of congestion on roadways

Austin Sidewalk Master Plan / ADA Transition Plan Update (2016)

The Plan establishes asset management policies for sidewalks within City of Austin right-of-way. It includes an update to the GIS-based prioritization tool developed in the 2009 *Sidewalk Master Plan*. The tool produces absent and existing sidewalk prioritization layers based on pedestrian attractors and pedestrian safety. Additional priorities and coordination opportunities are used to refine the list of sidewalk projects for construction include Imagine Austin Centers and Corridors, transit projects, such as improvements with new or relocated Capital Metro stops, with particular priority for high volume transit locations, special use routes, or Capital Metro para-transit priority locations, and others.

Guadalupe Street Corridor Improvement Program (2016)

The Plan recommends a preferred scenario for the redesign of Guadalupe Street bound by Martin Luther King Jr. Boulevard, West 29th Street and Rio Grande Street. The proposed redesign includes dedicated transit lanes in both directions along the entire corridor with a single general purpose travel lane in each direction and includes bicycle accomdations.

CAMPO 2040 Regional Transportation Plan (2015)

As the region's long-range plan, much of the RTP focuses on areas outside of Austin's central core, with a particular emphasis on expected future growth in Williamson County. However, the RTP does call for the implementation of high-capacity transit projects. Projects listed include the expansion of Capital Metro existing services and the implementation of Project Connect – a long-range vision for rail, bus rapid transit, and express bus services.

Project Connect North Corridor Alternatives Analysis (2014)

The North Corridor (extending from Georgetown to downtown Austin) was identified as the highest priority corridor of those studied in the Project Connect System Plan (2012), the transit vision for the Austin metropolitan region. The Alternatives Analysis includes the methodologies used, alternatives considered, the evaluation of those alternatives, and the selection of the locally preferred alternative (LPA) for the North Corridor. The LPA is based on a set of priority transit projects to be implemented through inter-local cooperation, planning, and funding.

Project Connect Central Corridor High-Capacity Transit Study (2014)

The Project Connect Central Corridor was identified as the corridor with the second greatest need for high-capacity transit by the Project Connect System Plan (2012). The corridor was defined as an area bordered by Ben White (US-290) on the south; the Capital MetroRail Red Line on the east; RM 2222/Koenig Lane on the north and MoPac Expressway on the west. The study selected a Locally Preferred Alternative (LPA) that consisted of a 9.5 mile light rail alignment connecting East Riverside Drive and the ACC Highland redevelopment area to major destinations through Austin's downtown core,

Austin Strategic Mobility Plan (2014)

The summary-level document includes a range of short and medium term transportation investments proposed on the City of Austin 2014 transportation bond referendum, designed to increase mobility in the greater Austin region. The document also includes profiles of highway and transit projects planned for the greater Austin region, with the majority of the highway projects focused on interchange improvements, especially on I-35 as part of the Mobility 35 initiative. Mobility 35 projects, as well as many other highway investments in the region, include features designed to accommodate future transit and multimodal network expansion such as a reserved right-of-way for high capacity transit in the median of I-35 and overpass bridges designed to handle the weight of light rail vehicles. The document has not been adopted by the City of Austin.

Austin Complete Streets Policy and Guide (2014)

The City of Austin adopted a Complete Streets Policy that commits the city to "design, operate and maintain the community's streets and right-of-way so as to promote safe, comfortable and convenient

access and travel for people of all ages and abilities" by all travel modes. The Austin Transportation Department released a companion guide that provides information about its complete streets efforts across three categories: creating multimodal streets (including transit), streetscapes and urban design, and green streets.

Austin Bicycle Plan (2014)

A key element of the Plan is Integration of Cycling with Transit, referred to as Objective 2.3: Fully Integrate Cycling with Transit Services. The objective states that "Bicycling has the potential to significantly improve transit service by providing a solution for the first and last mile. The 2-to-3 mile range of a reasonable bicycle trip, compared to a half-mile walk will significantly increase the potential market for transit. Safe and secure high capacity bicycle parking at key transit stops for regular transit, rapid bus, and rail should be coordinated and implemented." Additionally, bicycle accommodation on all bus, rail transit and van pool vehicles should be provided.

Imagine Austin Comprehensive Plan (2012)

Imagine Austin is focused on policy recommendations on the development of complementary land uses and design around key streets or transit corridors. Many of the recommendations directly or indirectly support expanding transportation choices. Transit-specific recommendations relate to the implementation of Transportation Demand Management (TDM) strategies and implementing street design standards to better access transit within the City of Austin. Transit is a key component of the "compact and connected" vision of *Imagine Austin.*

Project Connect Central Texas High-Capacity Transit System Plan (2012)

The *Project Connect Central Texas High-Capacity Transit System Plan (aka "Vision Plan")* was a framework for implementing the high-capacity transit component of the CAMPO 2035 long-range transportation plan. The plan was developed as a vision document to coordinate the development of high-capacity transit options in the rapidly growing Central Texas region and is intended to be carried forward throughout future regional transportation planning updates. The vision plan worked with regional stakeholders and the surrounding community to to answer the following three questions:

- System: How will high-capacity transit components in the CAMPO 2035 Plan and subsequent 2040 Plan work as a system?
- Funding: How will we pay for the system over the long term?
- Organization: How will our region organize to develop and operate the system?

The Project Connect Vision identified eight regional transit "corridors" radiating out from a ninth "Central Corridor" that loosely encompassed central Austin. The regional corridors generally follow alignments of major highway infrastructure serving the Austin area and are listed below:

- North
- Northeast
- East
- Southeast
- South
- Southwest
- West
- Northwest
- Central

This plan outlined regional rail, commuter rail, urban rail, bus rapid transit, and transit on express lanes (like HOV lanes) as potential high-capacity transit modes. The Project Connect *North Corridor (2014)* and *Central Corridor (2014)* were identified as the two priority corridors for detailed development of high-capacity transit solutions. Summaries of these studies are cited within this section above.

Downtown Austin Plan (2011)

The *Downtown Austin Plan* identifies downtown districts and their individual roles in advancing the vision for Downtown Austin. Transit-specific recommendations are focused on three areas of need:

- Establish an urban rail system to connect Downtown with other Central Austin destinations and the existing passenger rail system.

- Concentrate major bus routes along designated Downtown corridors.
- Create high-quality, state-of-the-art transit stops and transfer areas.

CMTA Service Plan 2020 (2010)

Service Plan 2020 provides an operational analysis for all fixed-route MetroBus service, including regular fixed-routes, commuter/express routes, night owl routes, and university routes. The short-term recommendations are fiscally constrained, guiding investments in bus service across the Capital Metro service area. Long-range recommendations are unconstrained and represent a framework for transit improvements through 2020. Overall service recommendations are categorized by geographic location, with overall themes including:

- Consolidation of bus lines on key corridors and implementation of more frequent service including MetroRapid service.
- Expansion of fixed-route bus frequencies in denser areas and the replacement of fixed-route service to flexible service in low-density areas.
- Consolidate and increase service on crosstown routes, particularly between north and east Austin.
- Reduce or replace UT services with existing or expanded regular route service.
- Expand commuter services to the east and south with the development of regional park-and-ride locations.
- Additional capital projects may need to be completed to support recommendations including the construction of the Southpark Meadows and Downtown Austin Transit Centers, improved bus stop amenities in Downtown Austin, and infrastructure for the development of MetroRapid service.

Connections 2025 (2015 – present)

As the regular update to Capital Metro's 5-year service 2020 plan, *Connections 2025* began in October 2015 and presented draft recommendations to the CMTA Board on September 26, 2016. The Connections 2025 Draft Plan would establish a more frequent, more reliable and more connected transit system. The proposed network focuses on creating a fast, frequent, simplified and more connected system by removing duplicative service, eliminating certain routes or large segments of service in order to reinvest resources into higher frequency. Highlights of the draft plan include recommendations to triple Capital Metro's High-Frequency Route Network from six to 17 routes, add two MetroRapid lines, with more east/west service, straighter routes and better system connectivity.

Overall service recommendations are categorized by service option, as follows:

- **Rapid Transit** – MetroRail or bus with dedicated regional right-of-way, frequency every 15 minutes.
- **MetroRapid** – Along major corridors, with additional stations 1/3 mile apart, local fares instead of Premium, frequency every 7-10 minutes.
- **Frequent Local** – Along major corridors, frequency every 15 minutes.
- **Local** – Connecting neighborhoods to High Frequency Network and major destinations, frequency every 30 minutes.
- **Express** – Connecting Park & Rides to key destinations.
- **Community** – Circulator routes serving short-distances.
- **UT** – School-year service connecting residential areas to campus.

The draft plan is currently under public review and comment, with anticipated finalization and adoption by Capital Metro in December 2016. Connections 2025 would be implemented in phases over the next five years, beginning January 2017.

6. GOALS AND OBJECTIVES

As described in the preceding sections of the document, Central Texas is nearing a critical point in its development. The regional vision of a sustainable and prosperous collection of cities and activity centers requires a bold strategy for implementing comprehensive solutions to encourage compact development, connected by an efficient transportation network. High-capacity transit investment will more efficiently connect people and places within the region, increase the efficiency of the existing transportation network and provide a low-cost, reliable connection to a broader range of services, housing, and job opportunities.

6.1 Strategic Development

The *Project Connect Central Texas High-Capacity Transit System Plan (2012)* outlined the goals and priorities for high-capacity transit service in the region. It identified the regional transit needs and provided a solid framework for moving forward with development of high-capacity transit in Central Texas. The *Project Connect Central Corridor High-Capacity Transit Plan (2014)* was one of two priority corridors identified by the System plan for development of high-capacity transit solutions. The current Project Connect initiative carries forward the goals and objectives of both the System Plan and 2014 studies, while aligning its goals with those of the *Capital Metro 2016-2021 Strategic Plan Overview* and *Imagine Austin Comprehensive Plan*.

A brief summary of the overall vision and goals of these plans is provided below. Detailed descriptions of goals and objectives may be found in **Appendix A-1** and **Appendix A-2**.

Capital Metro 2016-2021 Strategic Overview (August 2016)

- Deliver the best possible customer experience
- Demonstrate regional leadership
- Demonstrate the value of public transportation in a dynamic community
- Continue to improve organizational practices and develop

Project Connect Central Corridor High-Capacity Transit Plan (December 2014)

- Improve transit travel time and reliability
- Improve place and transit connectivity
- Improve access to transit
- Enhance focused economic development opportunities
- Support healthy communities and environmental practices
- Identify an implementable high-capacity transit project supported by the community

Imagine Austin Comprehensive Plan (June 2012)

- Integrate nature Into the city
- Grow as a compact, connected city
- Develop as an affordable and healthy community
- Sustainably manage water, energy and other environmental resources
- Provide paths top for all
- Think creatively and work together

Project Connect Central Texas High-Capacity Transit System Plan (2012)

- Address growing Congestion within the Central Texas region
- Provide high-capacity transit solutions to access Austin's Core
- Develop high-capacity transit solutions to work within Constraints of the existing environment and infrastructure
- Support high-capacity transit solutions serving Central Texas activity Centers
- Serve the anticipated Growth in regional population and employment

6.2 Project Connect Goals and Objectives

The following five goals and related objectives have been established for the Project Connect. These will be utilized for the development of evaluation criteria used in comparing the potential benefits of alternative transit investment options for major corridors in the metropolitan region as well as enhancing the existing high-capacity transit service operated by Capital Metro Transportation Authority (CMTA).

- Customer Experience
- Reliability
- Sustainability
- Land Use and Policy
- Implementation and Continued Operations

Phase 1 evaluation criteria will be developed to assess the ability of potential Enhancement Projects and Investment Corridors to meet the goals and objectives identified in **Table 6-1**.

Table 6-1: Project Connect Goals and Objectives

Goals	Objectives
Customer Experience: Increase efficiency, attractiveness and utilization of high-capacity transit service to/from/within Central Austin	• Provide reliable, frequent service • Provide a travel experience that is competitive with the automobile • Provide safe and comfortable transit service, amenities and facilities
Reliability: Provide frequent, reliable high-capacity transit service along dedicated right-of-way to/from/within Central Austin.	• Efficiently use the existing transportation network and provide dedicated right-of-way for transit • Coordinate with existing and planned transit services • Enhance modal choices to encourage walking, bicycling and transit use
Sustainability: Contribute to a socially-, economically- and environmentally-sustainable transit network	• Mitigate the rising cost of living by providing safe, affordable alternatives to car ownership • Improve accessibility for transit-dependent riders and people who prefer transit over cars • Reduce energy usage and pollution while minimizing impacts to the natural environment
Land Use and Policy: Support “compact and connected” land use and development patterns	• Expand transit access to local and regional destinations, activity centers and employment centers • Support compact revitalization and mixed-use development opportunities within Central Austin and emerging regional centers • Incorporate high capacity transit within regional transportation solutions
Implementation and Operations: Develop and select community-supported transit projects for implementation	• Define and select transit improvements with strong public, stakeholder and agency support • Define and select transit improvements that are cost-effective • Develop a funding program for phased implementation and continued operations

Source: Capital Metro & AECOM, 2016

APPENDIX A-1: FOUNDATION FOR PROJECT CONNECT GOALS AND OBJECTIVES

The goals and objectives identified for Project Connect were developed to align with the stated goals and objectives of the Capital Metro 2016-2021 Strategic Plan Overview, Imagine Austin Comprehensive Plan and FTA's Capital Improvement Grant (CIG) program.

Summary of Capital Metro 2016-2021 Strategic Plan Overview

Vision	Capital Metro is transforming the daily lives of Central Texans by providing a robust, sustainable transportation network.			**Major Performance Goal:** Increase Ridership
Mission	Capital Metro connects people, jobs and communities by providing quality transportation choices.			
Goal Areas	**Customer**	**Leadership**	**Community Values**	**Organization**
Goal Statements	Deliver the best possible customer experience.	Demonstrate regional leadership.	Demonstrate the value of public transportation in a dynamic community.	Continue to improve organizational practices and develop staff.
Objectives	Promote a culture of safety Improve system reliability and convenience Ensure an attractive and accessible environment Deliver a customer-friendly experience through our people and systems	Lead public transportation and development Pursue service expansion opportunities Encourage / promote transit-oriented development Generate funding	Increase Ridership Develop and deliver key agency messages Strengthen community relationships Proactively engage the communities we serve	Strengthen the financial systems of the agency Enhance organizational development Strengthen agency -- business partnerships Implement sustainability and environmental stewardship best practices

Source: CMTA Approved FY 2017 Operating & Capital Budget and 5 Year Capital Improvement Plan (September 2016)

Summary of Imagine Austin Key Challenges, Opportunities and Indicators

Vision	Austin is a beacon of sustainability, social equity, and economic opportunity; where diversity and creativity are celebrated; where community needs and values are recognized; where leadership comes from its citizens and where the necessities of life are affordable and accessible to all.						
Key Challenges & Opportunities	**Preserving Our Livability**	**Expanding Transportation Choices**	**Tackling the Ethnic Divide**	**Protecting Our Natural Resources**	**Promoting Prosperity for All**	**Collaborating Regionally**	
Core Principles for Action	Integrate Nature Into the City	Grow as a Compact, Connected City	Develop as an Affordable and healthy Community	Sustainably Manage Water, Energy and Other Environmental Resources	Provide Paths to Prosperity for All	Think Creatively and Work Together	
Complete Community Indicators	Livable	Mobile and Interconnected	Educated	Natural and Sustainable	Prosperous	Creative	A Community that Values and respects People
Sample Indicators	Residential density Median housing values / rent Perception of safety	Transit ridership Households within ¼ and ½ mile distance of transit and high capacity transit Employees within ¼ and ½ mile distance of transit and high capacity transit	Households within ½ mile of library or community center Households within ½ mile distance of a school, public and/or private	Mixed-use development Parks and open space Developed land	Employment density Job / housing balance Households within ½ mile distance of retail and mixed use centers	Attendance at arts / cultural events Money brought into economy from arts / cultural events Private funding for arts	Public safety response times Proportionality of arrest demographics Households within ½ mile distance of medical services

Source: Imagine Austin Comprehensive Plan (Ch. 1-sect. 5, Ch. 5-sect.3) (June 2012)

Summary of FTA CIG Program Purpose and Types of CIG Projects

Program Purpose	The discretionary Capital Investment Grant (CIG) program provides funding for fixed guideway investments such as new and expanded rapid rail, commuter rail, light rail, streetcars, bus rapid transit, and ferries, as well as corridor-based bus rapid transit investments, that emulate the features of rail. There are four categories of eligible projects under the CIG program: New Starts, Small Starts, Core Capacity, and Programs of Interrelated Projects. All projects must be evaluated and rated by FTA in accordance with statutorily defined criteria at various points in the development process. In order to be eligible to receive a construction grant, all projects must go through a multi-step, multi-year process and receive at least a "Medium" overall rating, in addition to other requirements.			
Program	**New Starts**	**Small Starts**	**Core Capacity**	**Programs of Interrelated Projects**
Description	New fixed guideway projects or extensions to existing fixed guideway systems with a total estimated capital cost of $300 million or more, **or** that are seeking $100 million or more in Section 5309 CIG program funds.	New fixed guideway projects, extensions to existing fixed guideway systems, or corridor-based bus rapid transit projects with a total estimated capital cost of less than $300 million **and** that are seeking less than $100 million in Section 5309 CIG program funds.	Substantial corridor-based capital investments in existing fixed guideway systems that increase capacity by not less than 10 percent in corridors that are at capacity today or will be in five years. Core capacity projects may not include elements designed to maintain a state of good repair.	Any combination of two or more New Starts, Small Starts, or Core Capacity projects. The projects in the program must have logical connectivity to one another and all must begin construction within a reasonable timeframe.

Source: U.S. Department of Transportation, Federal Transit Administration, Fact Sheet: Fixed Guideway Capital Investment Grants, Chapter 53 Section 5309

APPENDIX A-2: PROJECT CONNECT DRAFT GOALS AND OBJECTIVES

The following five goals and related objectives have been established for Project Connect to address the Needs identified in Project Connect *draft Purpose and Need Memorandum (October 2016)*. These goals and objectives will be utilized for the development of evaluation criteria used in comparing the alternative transit investment options for Enhancement Projects and Investment Corridors.

Project Connect Goals and Objectives

Vision	Create a system of high-capacity transit options that will connect people, places and opportunities in Central Texas in an affordable, efficient and sustainable way				
Purpose	identify sets of potential projects and corridors for development of multi-modal transit solutions to improve travel into, out of, and within Central Austin				
Needs	**Explosive Growth**	**Limited Ability to Build More Roads**	**Issues of Affordability and Cost of Living**	**Establish a Regional Transit System**	
Goals	**Customer Experience**	**Reliability**	**Sustainability**	**Land Use and Policy**	**Implementation and Operations**
Goal Statements	Increase efficiency, attractiveness and utilization of high-capacity transit service to/from/within Central Austin	Develop frequent and rapid one-seat transit connections to/from/within Central Austin	Contribute to a socially-, economically- and environmentally-sustainable transit network	Support "compact and connected" land use and development patterns	Develop and select community-supported transit projects for implementation
Objectives	Provide reliable, frequent service Provide a travel experience that is competitive with the automobile Provide safe and comfortable transit service, amenities and facilities	Efficiently use the existing transportation network and provide dedicated right-of-way for transit Coordinate with existing and planned transit services Enhance modal choices to encourage walking, bicycling and transit use	Mitigate the rising cost of living by providing safe, affordable alternatives to car ownership Improve accessibility for transit-dependent riders and people who prefer transit over cars Reduce energy usage and pollution while minimizing impacts to the natural environment	Expand transit access to local and regional destinations, activity centers and employment centers Support compact revitalization and mixed-use development opportunities within Central Austin and emerging regional centers Incorporate high capacity transit within regional transportation solutions	Define and select transit improvements with strong public, stakeholder and agency support Define and select transit improvements that are cost-effective Develop a funding program for phased implementation and continued operations

Source: Capital Metro & AECOM, 2016

Draft Enhancement Project and Investment Corridor Identification Methodology

projectconnect
New Transit Options for a Greater Austin

Draft Enhancement Project and Investment Corridor Identification Methodology




November 2016

AECOM

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1. Introduction

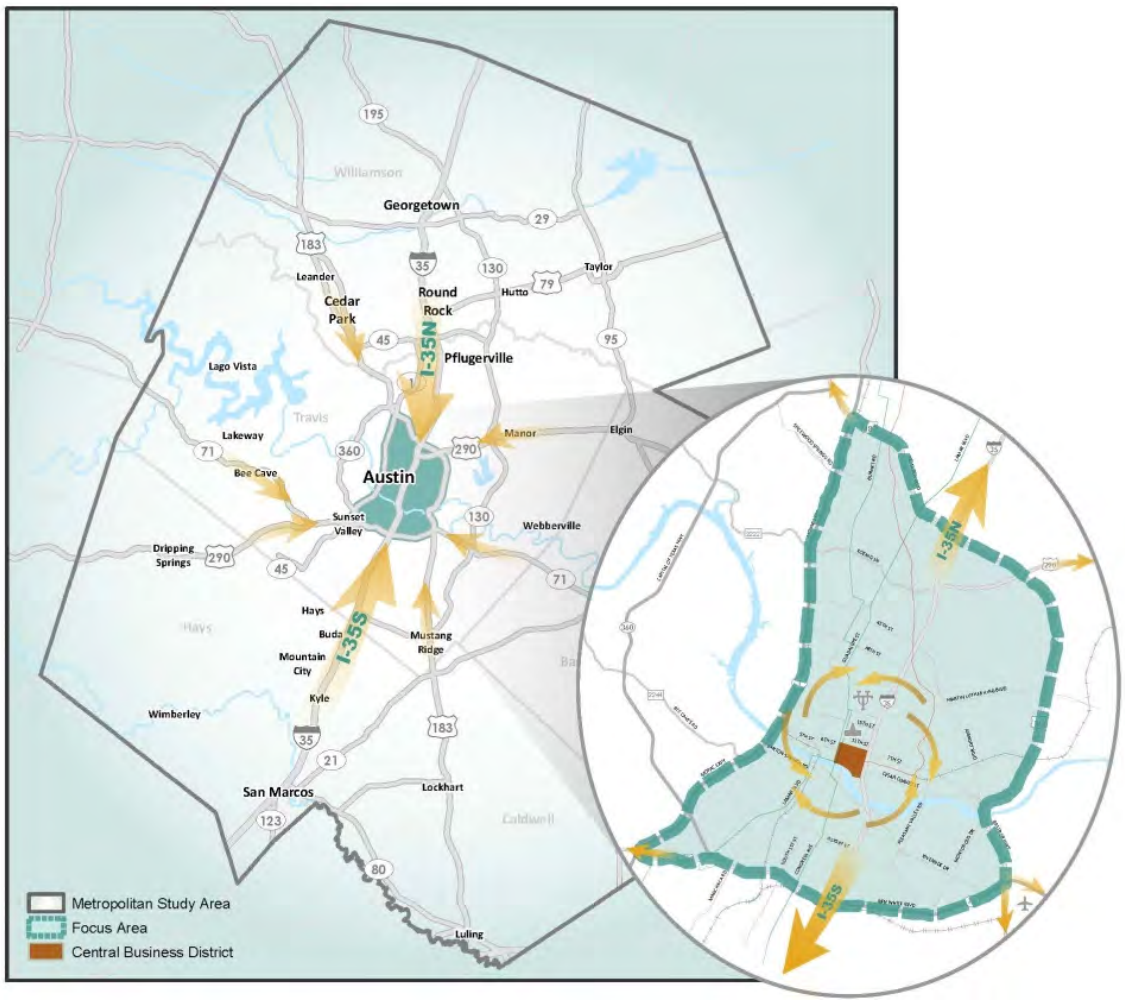
The purpose of Project Connect is to identify, analyze and prioritize a set of potential high-capacity transit solutions to facilitate travel into, out of and within Central Austin.

Project Connect will follow a multi-phase approach for the development and evaluation of potential corridors for:

- Investment in new high-capacity transit solutions ("Investment Corridors"), and
- Projects to enhance the efficiency and performance of existing high-capacity transit services, like MetroRail, MetroRapid and MetroExpress ("Enhancement Projects").

As shown in **Figure 1**, the Project Connect Study Area includes the 5-county Metropolitan Service (MSA) Area of Bastrop, Caldwell, Hays, Travis and Williamson Counties. The Project Connect Focus Area is the region of Central Austin loosely defined by the loop of interconnected highways (MoPac, US 183 and SH 71/US 290). Project Connect will analyze existing and future travel patterns within the Focus Area, as well as the regional (Study Area) draw of Focus Area employment and activity centers, to support recommended Investment Corridors and Enhancement Projects for Phase 2 detailed development and Alternatives Analysis.

Figure 1: Project Connect Study & Focus Areas



The purpose of this memorandum is to document the methodology used in development of the Phase 1 draft inventory of Investment Corridors and Enhancement Projects.

2. Identification of the Phase 1 Investment Corridors

2.1 Potential Investment Corridor Inventory

The identification of Phase 1 Investment Corridors began with a review of recent and existing community planning efforts that have recommended transit investment projects along primary transportation corridors serving the Central Austin area. This approach was designed to ensure that the inventory of potential Phase 1 Investment Corridors reflects established community preferences and investment priorities. The local planning efforts used in reference for development of the inventory of Investment Corridors are shown in Table 2-1.

The preliminary investment corridor inventory was reviewed with CMTA and consultant staff to confirm that all high-capacity transit corridor recommendations were captured.

Characteristics recorded for the inventory of investment corridors include:

- Corridor names (Roadway / Right-of-Way Name)
- Corridor limits (To / From)
- Current CMTA services operating along corridors
- Sources (Study / Plan) and year of adoption
- Transit mode(s) studied in any source study or plan

2.2 Phase 1 Investment Corridors

The inventory of potential transit investment corridors was consolidated into a set of Phase 1 Investment Corridors by combining adjacent or connecting roadway segments from individual projects/corridors into logical transit corridors. While the source studies and plans typically recommended a specific mode for each corridor, the Phase 1 evaluation process is mode neutral to help facilitate a market-based assessment of each corridor's viability for high-capacity transit investment. Once the Phase 1 Investment Corridors are evaluated and prioritized to move forward into Phase 2, market-appropriate modes will be identified for the Investment Corridors to facilitate detailed Phase 2 corridor definition and evaluation.

Following the consolidation of previous study and plan recommendations into a set of Investment Corridors, three travel corridor "types" were developed to distinguish between the likely travel markets of each Phase 1 Investment Corridor. This approach, described in the following section, acknowledges the differing characteristics of the Investment Corridors while facilitating a comparative analysis of them.

2.2.1 Investment Corridor Market Types

Three transit market types (Commuter, Connector and Circulator) were established to discern the relative difference in high-capacity transit need among corridors with similar characteristics. Roadway/ROW features considered in the market classification of the Phase 1 Investment Corridors included:

- Connectivity to Focus Area
- Average auto traffic volume
- Roadway cross section & travel lane configuration
- Development density
- Trip generators & activity centers

Commuter Investment Corridors

Commuter Investment Corridors are typically established highway or rail corridors through suburban or rural environments (Study Area) that provide access to the Central Austin Focus Area. Commuter Investment Corridors have high population and employment densities at terminal "anchors" accompanied by a low concentration of trip generators and activity centers in between these "anchors". The majority of transit demand in Commuter Investment Corridors is for inter-urban, work-based trips that typically occur during the peak AM and PM travel demands periods.

Connector Investment Corridors

Connector Investment Corridors serve high population and employment density corridors with multiple concentrations of activity centers. There is a high demand for multi-purpose, intra-urban trips to local employment and activity centers, resulting in more evenly distributed peak and off-peak travel demand. For the purposes of this analysis, the inventory of Connector Corridors is contained within the Focus Area loosely defined by **Figure 1**.

Circulator Investment Corridors

Circulator Investment Corridors are appropriate for providing circulating service within Austin's downtown central business district (CBD) and immediately adjacent districts. Circulator transit service generally connects major activity centers and distribution points around the downtown, CBD, and/or entertainment districts of the Focus Area. Travel demand is typically consistent throughout the day, with less distinguishable peak vs. off-peak periods, because passenger trips are predominantly non-home-based and activity-driven. Service along Circulator Corridors also supports commuter and connector transit networks to distribute users upon arrival to the CBD.

The draft Investment Corridors shown in Table 2-2 and Figure 2 through Figure 4 will be refined based on public and stakeholder input before being evaluated during Phase 1.

Table 2-1: Source Community Planning Efforts - Draft Investment Corridors

Capital Metro	Other Agency Planning Efforts
1. All Systems Go (2004) 2. Austin-Manor-Elgin Transit Corridor: A. Preliminary Review (2009) 3. Central Austin Transit Study (2010) 4. Connections 2025 (2016)[1] 5. FTA Project Development Application (2000) 6. Hutto & Pflugerville Transit Development Plans (2016) 7. Metrorail Long-Range Feasibility Study (2016) 8. Project Connect: Central Texas HCT System Plan (Adopted 2012, Revised 2014) 9. Project Connect: Central Corridor HCT Study (2014) 10. Project Connect: North Corridor LPA (Aug. 2014) 11. Service Plan 2020 (2010)	19. CAMPO 2040 24. TxDOT I-35 Mobility Program (SH 45 N to SH 45 SE) 25. CTRMA North MoPac Managed Lanes Project (Under Construction) 26. CTRMA MoPac South (Environmental Study) 27. Lone Star Rail District (LSRD) independent studies (various) 28. CTRMA US 183 North Mobility Project (2016)
City of Austin	**Other Community Planning Efforts**
12. Airport Blvd Corridor Plan (2014) 13. Downtown Austin Plan (2011) 14. E Riverside Corridor Plan (2013) 15. Great Streets Master Plan (2002) 16. Imagine Austin (2012) 17. Smart City Challenge Proposal (2016) 18. Strategic Mobility Plan Brochure (2014) 23. Robert Mueller Municipal Airport Redevelopment & Reuse Plan (2000); CoA Mueller Design Book (2004)	20. "The Wire" – Aerial Cable Car Argodesign (CTRMA Board – 2016) Frog Design (CAMPO Board – 2013) 21. CACDC – Light Rail Proposal (Dec 2015) 22. Downtown Austin Alliance –Congress Avenue Vision (2010)

[1] *Recommendations from the Draft Connections 2025 plan were used to complete the Phase 1 inventory of corridors for HCT investment, as the CMTA board had not yet adopted the final version of Connections 2025.*

Table 2-2: Draft List of Investment Corridors

Draft Investment Corridors					Corridor Type	Source Plan / Study ID ‡	Mode Studied‡									
ID	Corridor / Roadway	From	To	Existing CMTA Routes			Bus Rapid Transit	Bus Priority Street	Commuter Rail	Electric Bus Rapid Transit	Express Bus	Light Rail	Metro Rapid (Rapid Bus)	Right-of-Way Preservation	Shuttle	Streetcar
1	**E 12th**	Trinity St	Springdale Rd	6, 18	Connector	9						●				
2	**S. 1st**	Cesar Chavez St	SH 71	10, 110	Connector	20										
3	**7th / Lake Austin**	Red Bud Trail	US 183	4, 18, 21/22, 122, 663	Connector	4, 9, 13, 16, 19	●	●			●	●	●			
4	**15th**	N Lamar Blvd	IH 35	18	Connector	13		●								
5	**35th / 38th**	MoPac	Guadalupe St	3, 19, 21/22, 661, 803	Connector	1, 4, 9, 16, 19	●				●	●				
6	**51st**	N Lamar Blvd	Manor Rd	37, 20, 320	Connector	16 ,19	●				●					
7	**Airport Blvd**	N Lamar Blvd	US 183	10, 37, 135, 350	Connector	9, 12, 16, 19,	●				●	●		●		
8	**Bergstrom Spur**	Near S 1st St & St. Elmo	Austin Bergstrom Int'l Airport		Connector	9, 16, 19, 21	●				●	●		●		
9	**Cesar Chavez**	MoPac	Shady Lane	17, 111, 171, 970	Connector	4, 9, 19					●	●				
10	**Congress**	11th St	SH 71	1, 100, 801	Connector	1, 4, 5, 9, 16, 19, 22	●				●	●			●	●
11	**S. Lamar**	Riverside Dr	US 290/SH 71	3, 30, 103, 338, 803	Connector	1, 4, 9, 16, 19, 21	●					●	●			●
12	**N. Lamar / Guadalupe**	US 183	Riverside Dr	1, 3, 5, 19, 300, 350, 801, 803	Connector	5, 9, 16, 19, 21	●					●	●			
13	**MLK Jr.**	Guadalupe St	US 183	18	Connector	9, 13, 16, 19	●	●				●	●			
14	**Oltorf**	S Lamar Blvd	S Pleasant Valley Rd	300, 331	Connector	16, 19	●				●					
15	**Pleasant Valley**	Airport Blvd	E Oltorf St	2, 300, 320	Connector	16, 19, 21	●				●	●				

‡ - (see **Table 2-1**: Source Community Planning Efforts - Draft Investment Corridors)

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Draft Investment Corridors					Corridor Type	Source Plan / Study ID ‡	Mode Studied‡									
ID	Corridor / Roadway	From	To	Existing CMTA Routes			Bus Rapid Transit	Bus Priority Street	Commuter Rail	Electric Bus Rapid Transit	Express Bus	Light Rail	Metro Rapid (Rapid Bus)	Right-of-Way Preservation	Shuttle	Streetcar
16	**Highland / Red River / Trinity**	Highland Mall	E Riverside Dr	7, 10, 20, 37, 100, 350	Connector	9, 18						●				
17	**Manor / Dean Keeton**	Guadalupe St	US 183	7, 20, 100, 670, 671, 672, 801, 935, 985, 987	Connector	1, 3, 4, 11, 16, 19, 23					●	●	●			●
18	**Riverside**	S 1st St	SH 71	1, 7, 20, 100, 670, 671, 672, 801, 935, 985, 987	Connector	1, 4, 9, 11, 14, 16, 17, 19, 21	●			●		●	●	●		●
19	**45th/Burnet**	Guadalupe St	US 183	3, 5, 803	Connector	1, 16, 19	●				●					
20	**Downtown Circulator**	Red River to Lamar	11th St to 3rd St	2, 6, 19, 37, 21, 100	Circulator	1, 4, 8, 13, 15, 16		●				●			●	●
21	**S. Congress Circulator**	2nd St	Leland St	1, 100, 801	Circulator	4									●	
22	**Red River**	E MLK Blvd	E Cesar Chavez St	4, 10, 17, 20, 37, 100, 122	Circulator	4, 13, 19		●			●				●	
23	**Airport Line**	Downtown Station	Austin Bergstrom Intl. Airport		Commuter	7			●							
24	**MoKan Line**	Downtown Station	Georgetown or Round Rock		Commuter	7, 8, 10, 19			●		●			●		
25	**IH 35**	SH 45 N	SH 45 SE	127, 135, 142, 935, 985	Commuter	4, 8 ,16, 19, 24	●				●					
26	**Green Line**	Downtown Station	Elgin		Commuter	1, 2, 7, 8, 16, 19			●							

‡ - (see **Table 2-1**: Source Community Planning Efforts - Draft Investment Corridors)

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Draft Investment Corridors					Corridor Type	Source Plan / Study ID ‡	Mode Studied‡									
ID	Corridor / Roadway	From	To	Existing CMTA Routes			Bus Rapid Transit	Bus Priority Street	Commuter Rail	Electric Bus Rapid Transit	Express Bus	Light Rail	Metro Rapid (Rapid Bus)	Right-of-Way Preservation	Shuttle	Streetcar
27	**MoPac (N)**	US 183	Cesar Chavez / Lake Austin Blvd	970, 982, 983, 987	Commuter	4, 8, 19, 25					●					
28	**MoPac (S)**	Cesar Chavez / Lake Austin Blvd	Slaughter Ln	111, 122, 171	Commuter	4, 8, 19, 26					●					
29	**Union Pacific RR**	Round Rock / Taylor	San Marcos		Commuter	1, 8, 16, 19, 27			●							
30	**US 290 W**	ACC Pinnacle	S Lamar Blvd	5, 30, 171	Commuter	4, 8, 19					●		●			
31	**US 290 E**	SH 130	IH 35	990	Commuter	6, 16, 19	●				●					
32	**US 183 (N)**	SH 45	MoPac	982, 985, 987	Commuter	4, 28					●					
33	**Red Line (double track)**	Leander	Downtown	Red Line	Commuter	7			●							

‡ - (see **Table 2-1**: Source Community Planning Efforts - Draft Investment Corridors)

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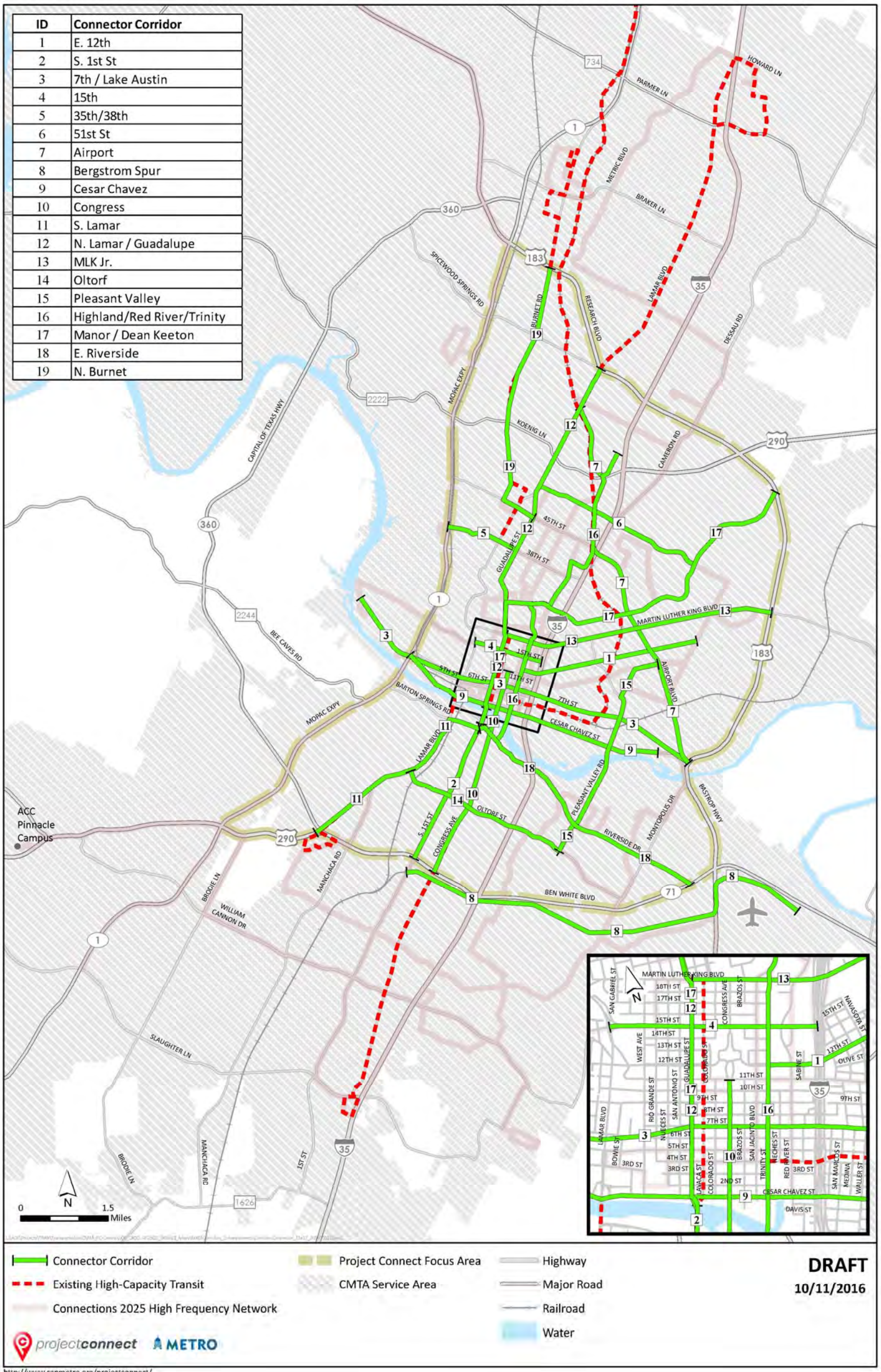
Figure 2: Draft Investment Corridors -- Connectors

ID	Connector Corridor
1	E. 12th
2	S. 1st St
3	7th / Lake Austin
4	15th
5	35th/38th
6	51st St
7	Airport
8	Bergstrom Spur
9	Cesar Chavez
10	Congress
11	S. Lamar
12	N. Lamar / Guadalupe
13	MLK Jr.
14	Oltorf
15	Pleasant Valley
16	Highland/Red River/Trinity
17	Manor / Dean Keeton
18	E. Riverside
19	N. Burnet



http://www.capmetro.org/projectconnect/

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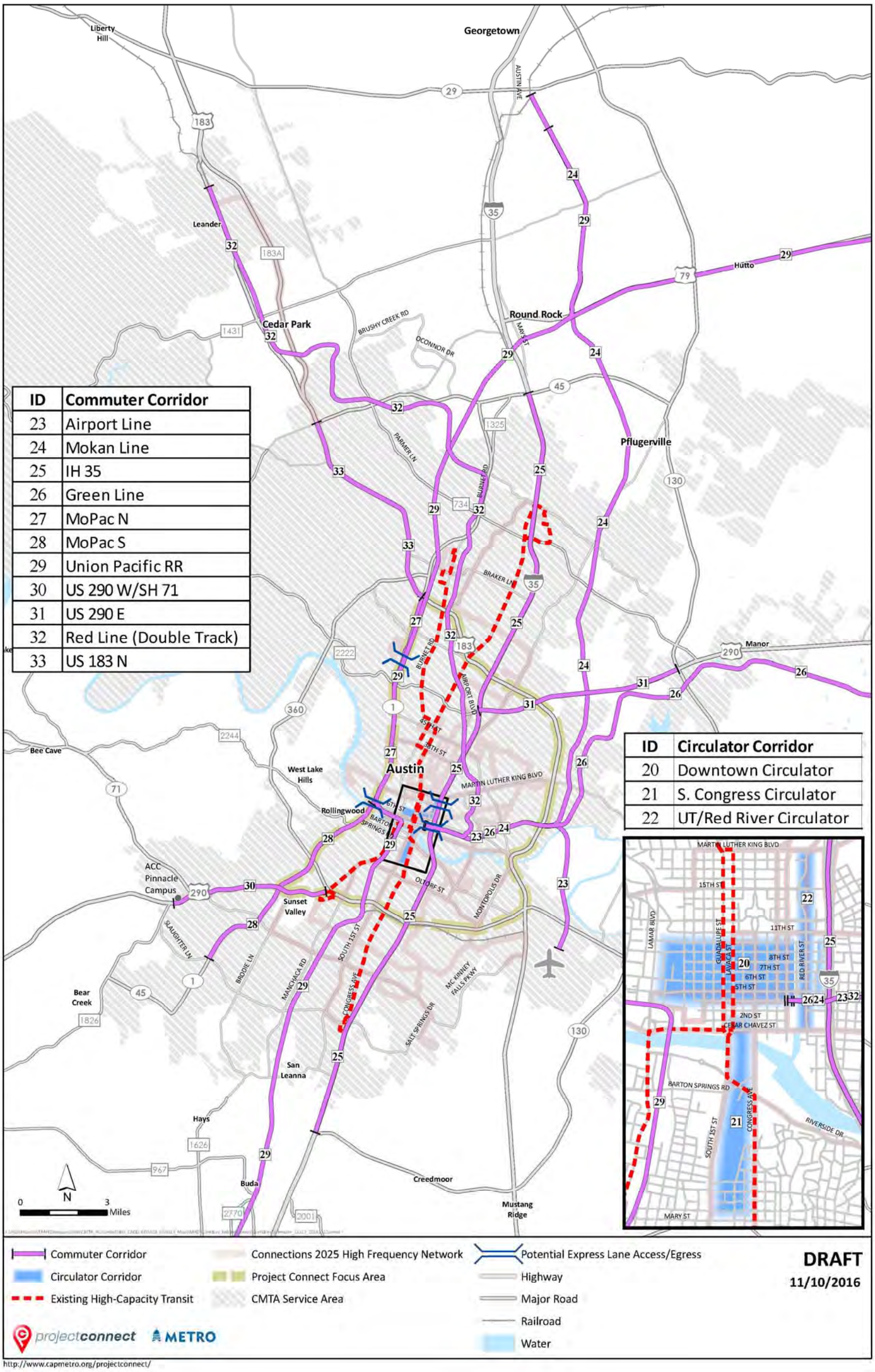
Figure 3: Draft Investment Corridors -- Commuters & Circulators



ID	Commuter Corridor
23	Airport Line
24	Mokan Line
25	IH 35
26	Green Line
27	MoPac N
28	MoPac S
29	Union Pacific RR
30	US 290 W/SH 71
31	US 290 E
32	Red Line (Double Track)
33	US 183 N

ID	Circulator Corridor
20	Downtown Circulator
21	S. Congress Circulator
22	UT/Red River Circulator

Commuter Corridor
Circulator Corridor
Existing High-Capacity Transit
Connections 2025 High Frequency Network
Project Connect Focus Area
CMTA Service Area
Potential Express Lane Access/Egress
Highway
Major Road
Railroad
Water

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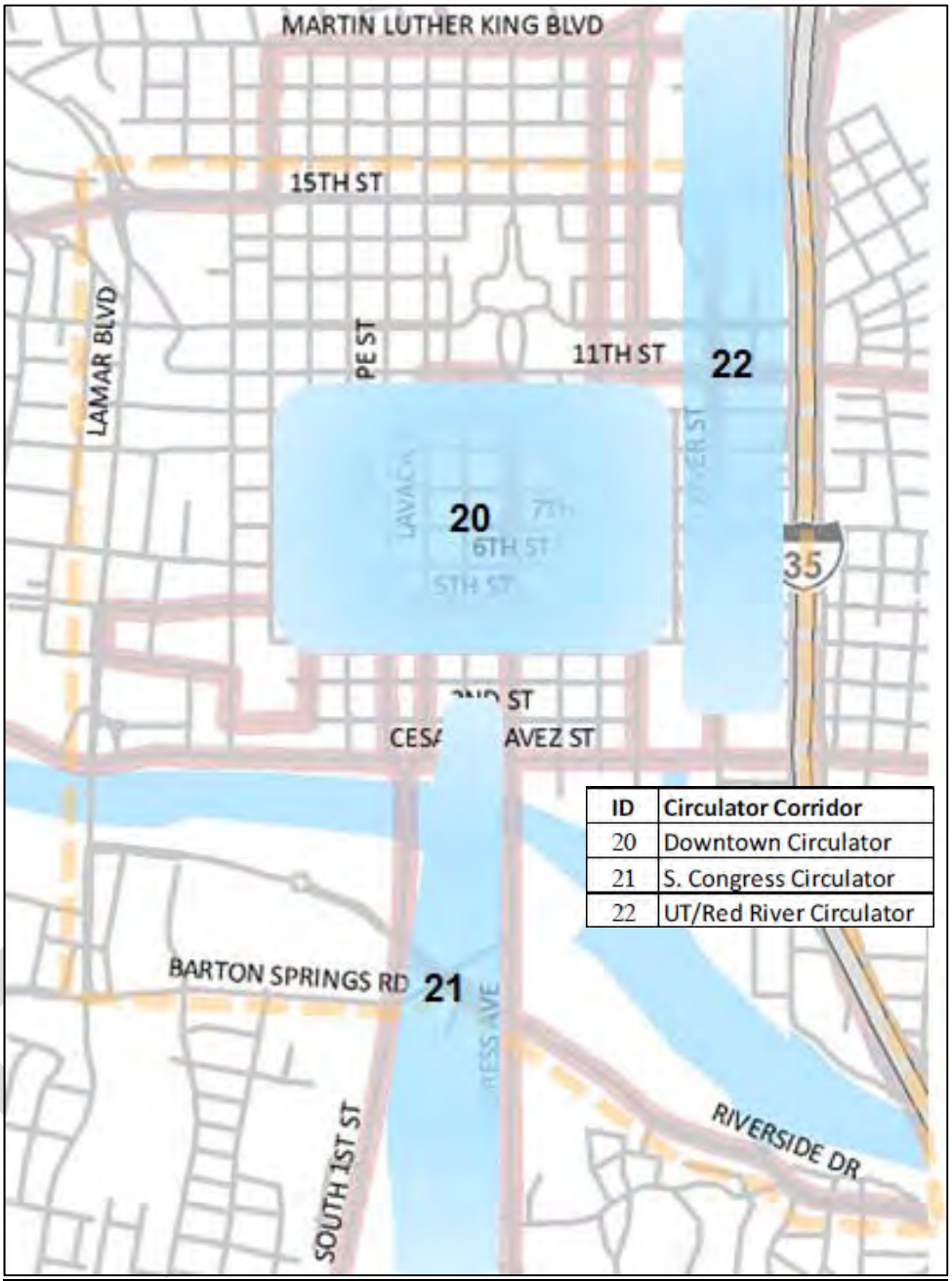
Figure 4: Draft Investment Corridors -- Circulators



3. Identification of Phase 1 Enhancement Projects

3.1 Existing High-Capacity Transit Services

Project Connect *Enhancement Projects* are aimed at improving the operations and ridership of existing high-capacity transit services--**MetroRail**, **MetroRapid**, and **MetroExpress**--including enhancements to **Downtown Entryways** and **Mobility Hubs** as they contribute to mobility to, from and within Central Austin.

- *MetroRapid*
  Previously studied or proposed enhancements to the existing MetroRapid routes (Routes 801 and 803) are considered for prioritization and implementation.

- *MetroExpress*
  MetroExpress Enhancement Projects consider only those CMTA Express routes that will use managed lane facilities to serve the Central Austin Focus Area.

  The Central Texas Regional Mobility Authority (CTRMA) is in the process of implementing managed lane facilities within the existing ROW of MoPac (Loop 1), between Parmer Lane and Cesar Chavez.

- *MetroRail*
  Previously studied or proposed enhancements to the MetroRail Red Line are considered for prioritization and implementation.

- *Mobility Hubs*
  Mobility Hubs have been identified by Connections 2025. Hubs may consist of several park-and-ride facilities and passenger drop-off/pickup collection points currently operated by CMTA.

  These locations could improve transit customer accessibility and utilization through a series of Enhancements Projects.

- *Downtown Transit Entryways*
  The Central Business District of downtown Austin is located within the Project Connect Focus Area. Roadway access to Downtown is constrained by a limited number of Colorado River crossings to the south, ROW-constrained arterials approaching from the north, and limited grade-separated arterials traversing the MoPac and IH 35 highways along the western and eastern CBD boundaries, respectively.

Note: The inventory of potential Enhancement Projects considers improvements to high capacity services in operation at the time of inventory development, or those improvements that are funded and in the implementation process for operations prior to the projected completion of Phase 3 of Project Connect (late 2018).

3.2 Potential Enhancement Project Inventory

Similar to the potential Investment Corridors, identification of Phase 1 Enhancement Projects began with a review of recent and existing community planning efforts that included recommendations that would support the efficiency and performance of existing high capacity transit. The preliminary inventory of projects was reviewed with CMTA to confirm that all high-capacity transit enhancement recommendations were captured. The local planning efforts used in reference for development of the inventory of Enhancement Projects are shown in **Table 3-1**.

Characteristics recorded for the inventory of investment corridors include:

- Roadway potentially affected
- Roadway or Location limits (To / From, or Intersection)
- Description of enhancement previously studied
- Sources (Study / Plan) and year of adoption

3.2.1 Phase 1 Enhancement Projects and Categorization

The studies reviewed to capture recommendations supportive of existing high-capacity transit identified potential measures such as:

- New (infill) stations, stops & amenities
- Traffic signal priority
- Pull out bays & curb extensions
- Queue jump (where feasible)
- Modifications to intersections and/or travel lanes
- Transit priority lanes & dedicated ROW
- Multimodal, bicycle & pedestrian connectivity
- Service frequency and/or operations improvements
- Technology and/or system upgrades
- Carrying capacity improvements
- Background transit network modifications
- Transportation Network Company (TNC) connections

Following their identification, the Enhancement Projects were grouped into three categories for development of site/project specific recommendations: Service, Infrastructure and Technology Enhancement projects, described in more detail below.

Service Enhancements

Service Enhancements may include changes to the background fixed route transit network, hours of operation, service frequency, and other operational characteristics in various combinations to meet peak and off-peak ridership demand, improve timed transfers with existing fixed routes, and improve overall transit system efficiency.

Infrastructure Enhancements

Infrastructure Enhancement Projects include capital improvements that are designed to improve system operations, and may include station improvements, dedicated transit lanes, queue jumps, bus pullouts, and bike/pedestrian facilities.

Technology Enhancements

Technology Enhancement Projects are designed to improve transit operations and customer experience through investments in transit signal priority, smart card technology upgrades, the potential integration of Transportation Network Companies as a complement to the transit network, and real-time arrival info at stops/stations.

The draft Enhancement Projects shown in **Table 3-2** and **Figure 5** through **Figure 6** will be refined with public and stakeholder input for evaluation during Phase 1.

Table 3-1: Source Community Planning Efforts - Draft Enhancement Projects

Capital Metro	**Other Agency Planning Efforts**
1. CMTA Connections 2025 (2016) 5. CMTA Crestview Station Transit Access Study (2008) 6. CMTA Project Connect MetroRail Downtown Multimodal Station - Final Design (2016) 7. CMTA Service Plan 2020 8. CMTA TIGER Grant (2016) 9. CMTA Very Small Starts Application to FTA (2008) 13. MetroRail Long Range Feasibility Study (2016) 14. Project Connect Central Corridor HCT Study (2014)	2. CMTA-CTRMA P&R Initiative (2016) 3. COA/CMTA Transit Priority Working Group
City of Austin	**Other Community Planning Efforts**
4. Smart City Proposal (2016) 10. Guadalupe Corridor Study (2016) 11. Private-Public Partnership (P3) Proposal (2016) 12. South Lamar Blvd Transportation Corridor Study (April 2016)	

Table 3-2: Draft List of Enhancement Projects

Draft MetroRapid Enhancements				Service Enhancement	Technology Enhancement	Infrastructure Enhancement	Source Plan / Study ID†
ID	Roadway	From	To				
1	S. Lamar Blvd	Barton Springs Rd	Manchaca Rd	--	--	• Transit priority lane (Peak-Hour Only) • Queue jumps at Barton Springs, Oltorf, Bluebonnet, Manchaca, and Barton Skyway. • Improved stop/station amenities • New (infill) station/stop locations	1, 12
2	S. Congress Ave	W. Riverside Dr.	Ben White Blvd	--	--	• Transit priority treatment (TBD) • Improved stop/station amenities • New (infill) station/stop locations	1
3	Barton Springs Rd	S. Lamar Blvd.	S. 1st St	--	--	• Transit priority lane (Peak-Hour Only)	1
4	W. Riverside Dr	S. 1st St	S. Congress Ave	--	--	• Transit priority lane (Peak-Hour Only)	1
5	S. 1st St	Barton Springs Rd	Riverside Dr	--	Traffic signal timing improvements	• Transit priority lanes/dedicated ROW • Intersection enhancements to facilitate MetroRapid routing from S. Congress and S. Lamar to S. 1st St. • Queue jump (where feasible)	1
6	Guadalupe St (SB) / Lavaca St (NB)	W. Cesar Chavez	W. 3rd St	--	--	• Transit priority lanes	1
7	Guadalupe St ("The Drag")	W. MLK Jr. Blvd	29th St	--	--	• Transit priority lanes • Improved stop/station amenities • New (infill) station/stop locations	1, 10
8	W. MLK Jr. Blvd	Guadalupe St	Lavaca St	--	Traffic signal timing improvements	• Intersection improvement to facilitate NB MetroRapid, MetroExpress routing from Lavaca to Guadalupe	1
9	Guadalupe St (SB) / Lavaca St (NB)	W. Cesar Chavez St	W. MLK Jr. Blvd	--	Transit Signal Priority (TSP) activation at signalized intersections	• Improved stop/station amenities	9
10	N. Lamar Blvd	Justin Ln	St. Johns Ave	--	Traffic signal timing improvements	• Intersection improvement at MetroRail Red Line at-grade crossing • Bicycle/pedestrian connectivity enhancements	5

† - see **Table 3-1**: Source Community Planning Efforts - Draft Enhancement Projects

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Draft NW MetroExpress Enhancements			Service Enhancement	Technology Enhancement	Infrastructure Enhancement	Source Plan / Study ID†
ID	Roadway	Location				
1	N. MoPac Express Lanes	W. 5th St (SB Downtown access point) Cesar Chavez St (NB Downtown egress point)	Operational routing enhancements to utilize N. MoPac Express Lane access / egress points: • MetroExpress 980 (New Howard Express) • MetroExpress 981 (New Oak Knoll Express) • MetroExpress 985 (N 183 Express)	--	--	1, 2
2	N. MoPac Express Lanes	Far West Blvd (SB / NB access and egress point)	Operational routing enhancements to utilize N. MoPac Express Lane access / egress points: • MetroExpress 982 (Pavilion Express) • MetroExpress 987 (Leander/NW Express)	--	--	1, 2

† - see **Table 3-1**: Source Community Planning Efforts - Draft Enhancement Projects

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Draft MetroRail Red Line Enhancements				Service Enhancement	Technology Enhancement	Infrastructure Enhancement	Source Plan / Study ID†
ID	Roadway / Corridor	From	To				
1	MetroRail Red Line	Leander Station	Downtown Station	--	--	• Station platform expansions and improved amenities to accommodate two-car trains	13
2				Increased service frequency (< 15 minutes)	--	• Rail passing sidings (queue jump) at the following locations: o Plaza Saltillo o Between MLK and Highland Station o Between Crestview and North Operations o Between Kramer and Howard o Between Howard and Lakeline o South of Leander Station	13
3		Kramer Station (existing)		--	--	• Kramer Station relocation (to Broadmoor) and improved amenities	8
4		Highland Station (existing)		--	--	• Highland Station relocation (to ACC Highland) and improved amenities	8
5		Braker Ln		--	--	• New Braker (infill) station and improved amenities	11
6		41st St		--	--	• New Hancock Center (Infill) station and improved amenities	14
7	N. Lamar	Justin Ln	St. Johns Ave	--	Rail signal crossing and gate control improvements	• Multiple intersection improvements to improve pedestrian, bicycle and transit safety / access to Crestview Station	5
8	I-35 Frontage Road	41st St	Ardenwood Rd	--	Rail signal crossing and gate control improvements	• Multiple intersection improvements to improve pedestrian, bicycle and transit safety / access to potential New Hancock Center station	14

† - see **Table 3-1**: Source Community Planning Efforts - Draft Enhancement Projects

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Draft Downtown Transit Entryway Enhancements				Service Enhancement	Technology Enhancement	Infrastructure Enhancement	Source Plan / Study ID†
ID	Roadway	From	To				
1	W. 5th St	MoPac	Guadalupe St	--	--	• Eastbound Transit Priority Lane (AM Peak). for MetroExpress access to downtown from N. MoPac Express Lanes • Queue jump (where feasible)	1,3
2	W. Cesar Chavez St	MoPac	Guadalupe St	--	--	• Westbound Transit Priority Lane (PM Peak) for downtown MetroExpress egress to N. MoPac Express Lanes • Modified traffic operations (road diets, 1-way or 2-way conversion) • Queue jump (where feasible)	1,3
3	S 1st St	Barton Springs Rd	Cesar Chavez St	--	--	• Transit Priority Lanes for MetroRapid and MetroExpress routing	1,3
4	35th St	MoPac	Guadalupe St	--	--	• Transit Priority Lanes for MetroExpress routing	1

† - see **Table 3-1**: Source Community Planning Efforts - Draft Enhancement Projects

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Draft Mobility Hub Enhancements				Service Enhancement	Technology Enhancement	Infrastructure Enhancement	Source Plan / Study ID†
ID	Roadway / Location	From	To				
1	W. 4th St (DT MetroRail Station)	Sabine St	Trinity St	Fixed route transit service modifications to serve hub	Wayfinding, fare collection, TNC access and/or passenger information improvements	Eastside Multi-Modal Hub • Reconstruction of MetroRail Downtown Station and conversion of 4th St (from Trinity to Nueces) into a pedestrian plaza • Bicycle and pedestrian safety / access improvements	1, 4, 6
2	W. 4th St (Republic Square)	San Antonio St	Guadalupe St	Fixed route transit service modifications to serve hub	Wayfinding, fare collection, TNC access and/or passenger information improvements	Westside Multi-Modal Hub • Stop/station amenities improvements • Bicycle and pedestrian safety / access improvements	7
3	W. 4th Street	San Antonio St	Trinity St	Fixed route transit service modifications to utilize transit priority treatments	--	Transit mall • Two-way transit only lanes • Modified traffic operations	1
4	N. Lamar	Airport Blvd	St. Johns Ave	Fixed route transit service modifications to serve hub	Wayfinding, fare collection, TNC access and/or passenger information improvements	Crestview Mobility Hub • Stop/station amenities improvements • Bicycle and pedestrian safety / access improvements	1, 5
5	OTHER MOBILITY HUBS (TBD w/CMTA input) • Highland, Congress / Riverside, UT Austin, Leander, Lakeline, Howard, Domain, Braker, Anderson, Rundberg, N. Lamar T.C., Triangle, Hancock / 45th, South Congress T.C., others..			Fixed route transit service modifications to serve hubs	Wayfinding, fare collection, TNC access and/or passenger information improvements	Potential (TBD) • Stop/station amenities improvements • Bicycle and pedestrian safety / access • Modified traffic operations	1

† - see **Table 3-1**: Source Community Planning Efforts - Draft Enhancement Projects

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Figure 5: Draft Enhancement Projects -- Focus Area (South)

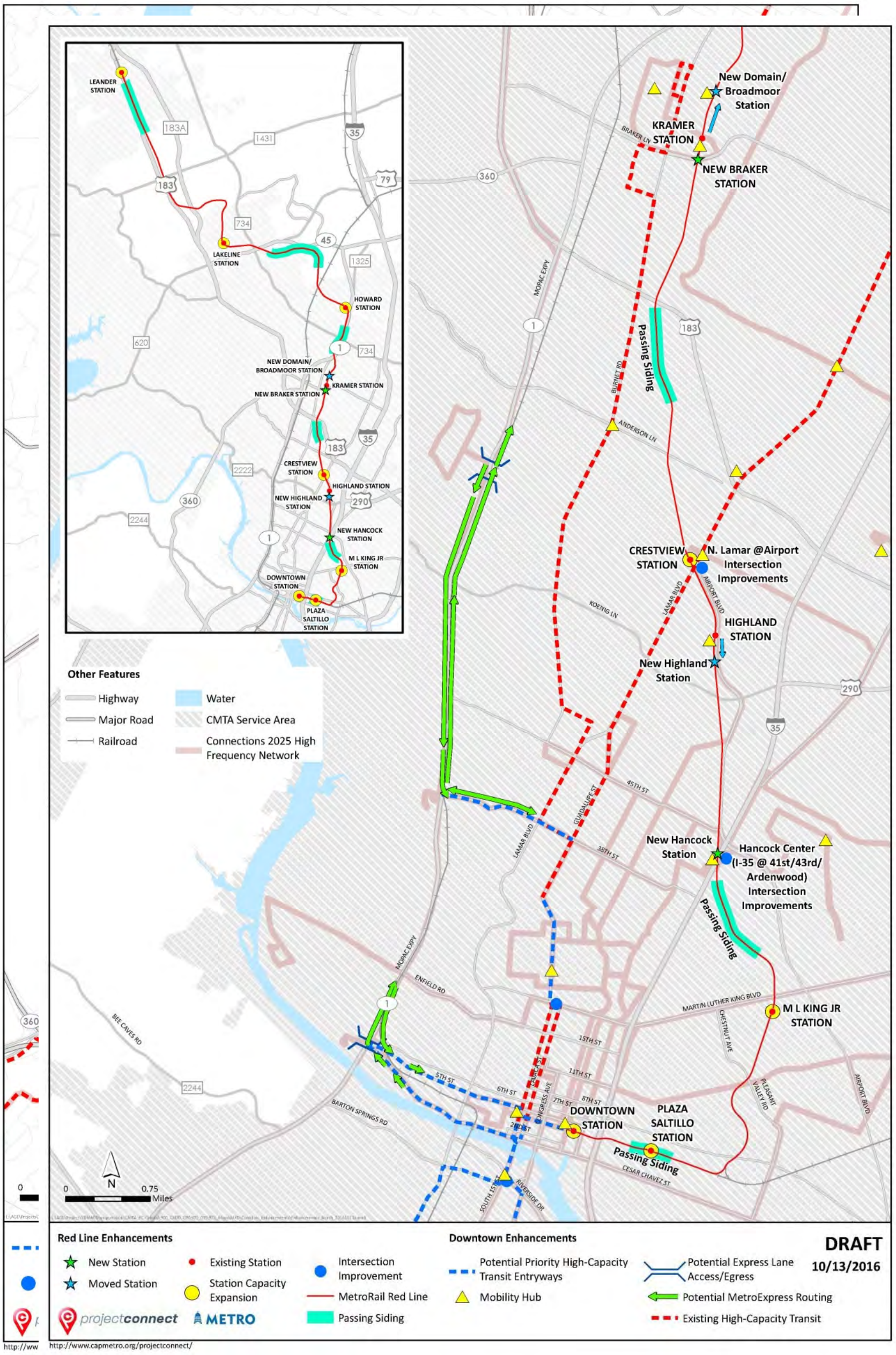

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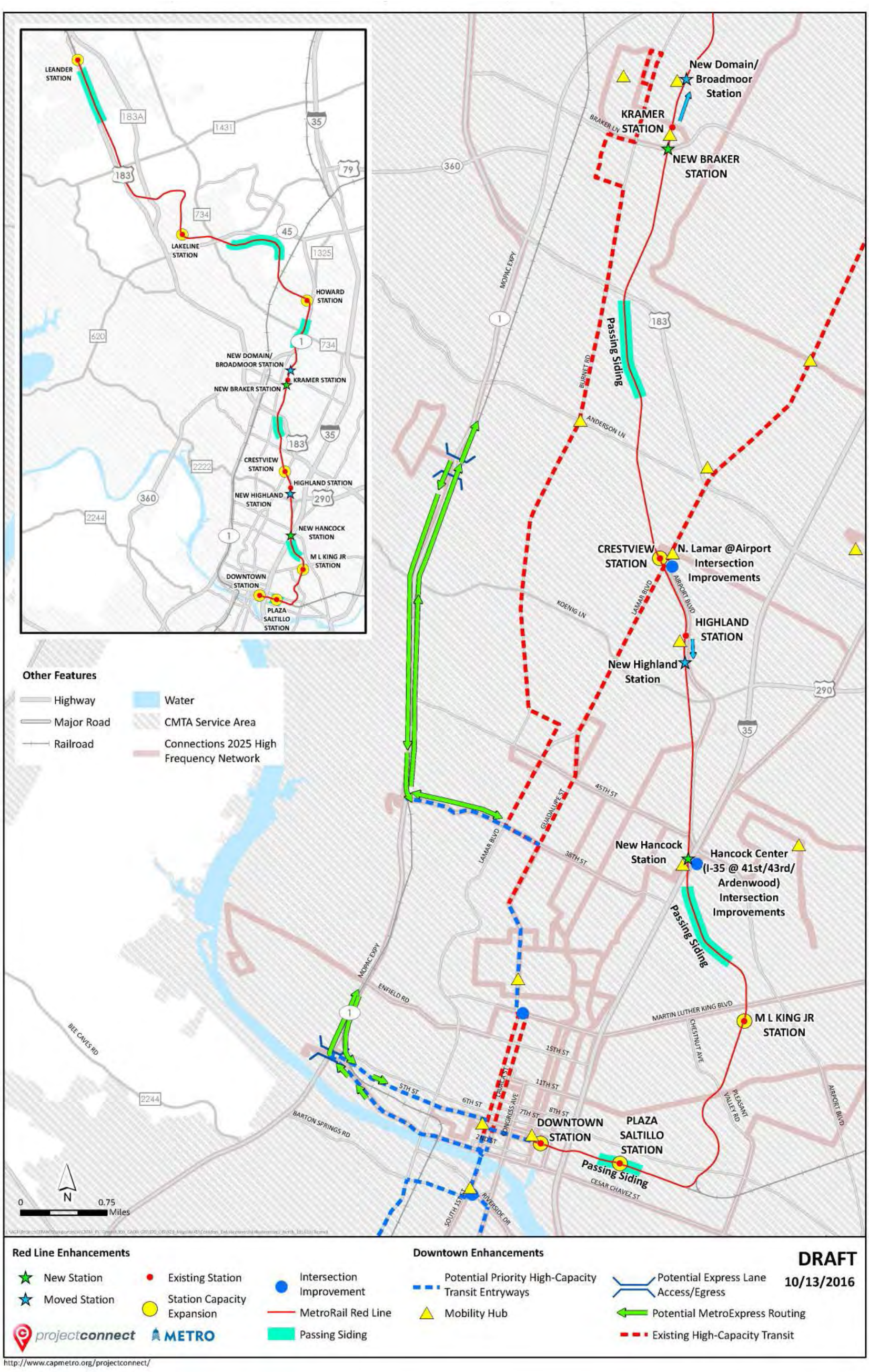
Figure 6: Draft Enhancement Projects -- Focus Area (North)



http://www.capmetro.org/projectconnect/

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4. Phase 1 Evaluation Process

The draft lists of Investment Corridors and Enhancement Projects shown in **Table 2-2** and **Table 3-2** and **Figure 2** through **Figure 6** will be formalized through a public vetting process as well as evaluated by a "Feasibility Screening" during Phase 1. Feasibility screening criteria will assess the ability of Investment Corridors and Enhancement Projects to meet the stated needs, goals and objectives of the Project (see Purpose and Need Memorandum). The development of Phase 1 Feasibility Screening criteria will be addressed within a separate memorandum.

The Project Connect public and stakeholder involvement process includes presentation of the draft list of Investment Corridors, Enhancement Projects and Phase 1 screening criteria to the public and stakeholders for feedback to ensure that community input is heard and considered. This approach will also facilitate coordination with ongoing plans and projects conducted by local Cooperating Agencies (such as City of Austin, CAMPO, TxDOT and CTRMA).

The Investment Corridors and Enhancement Projects evaluated within Phase 1 will be discussed with citizen groups and organizations through targeted community outreach activities, and online and digital media, as well as two Stakeholder Committees, whose purpose throughout the life of the project will be to promote transparency and community support for evaluation results and recommendations.

Draft Phase 1 Evaluation Criteria

projectconnect

New Transit Options for a Greater Austin

Draft Phase 1 Evaluation Criteria Memorandum

OCTOBER 2016

AECOM

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Table of Contents

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1. Introduction

The purpose of Project Connect is to identify, analyze and prioritize a set of potential high-capacity transit solutions to facilitate travel into, out of and within Central Austin. Project Connect will follow a multi-phase approach for the development and evaluation of projects to enhance the efficiency and performance of existing high-capacity transit services – MetroRail, MetroExpress and MetroRapid ("Enhancement Projects") as well as potential corridors for investment in new high-capacity transit solutions ("Investment Corridors"). The purpose of this memorandum is to document the proposed evaluation criteria for draft Project Connect Enhancement Projects and Investment Corridors.

2. Project Goals

The goals and draft evaluation criteria identified for Project Connect were developed to generally align with the stated goals and objectives of Capital Metro and cooperating agencies such as the City of Austin and Federal Transit Administration (FTA). Examples of goals identified in locally adopted planning documents are shown below. More detail about these goals and objectives is found in **Appendix A-1**.

Capital Metro 2016-2021 Strategic Overview (August 2016)

- Deliver the best possible customer experience.
- Demonstrate regional leadership.
- Demonstrate the value of public transportation in a dynamic community.
- Continue to improve organizational practices and develop

Imagine Austin Comprehensive Plan (June 2012)

- Grow as a compact, connected city.
- Integrate nature into the city.
- Provide paths to prosperity for all.
- Develop as an affordable and healthy community.
- Sustainably manage water, energy and other environmental resources.
- Think creatively and work together.

Project Connect Central Texas High-Capacity Transit System Plan (2012)

- Address growing *Congestion* within the Central Texas region
- Provide high-capacity transit solutions to access Austin's *Core*
- Develop high-capacity transit solutions to work within *Constraints* of the existing environment and infrastructure
- Support high-capacity transit solutions serving Central Texas activity *Centers*
- Serve the anticipated *Growth* in regional population and employment

The following goals have been established for Project Connect and serve as the foundation from which the evaluation criteria were developed:

- **Customer Experience**: Increase efficiency, attractiveness and utilization of high-capacity transit service to/from/within Central Austin.
- **Reliability**: Provide frequent, reliable high-capacity transit service along dedicated right-of-way to/from/within Central Austin..
- **Sustainability**: Contribute to a socially, economically and environmentally-sustainable high-capacity transit network.
- **Land Use and Policy**: Support "compact and connected" land use and development patterns.

- **Implementation and Operations**: Develop and select constructible, affordable and community-supported transit projects for implementation.

A detailed description of Project Connect draft Goals and Objectives is found in **Appendix A-2.**

3. Evaluation Criteria: Enhancement Projects

The draft *Enhancement Projects* identified in Phase 1 of Project Connect were compiled based on a comprehensive review of previous local transportation planning efforts (see *draft Enhancement Project and Investment Corridor Identification Methodology Memorandum, October 2016*). They are aimed at improving the operations and ridership of existing high-capacity transit services--**MetroRail, MetroRapid,** and **MetroExpress**--including enhancements to **Downtown Entryways** and **Mobility Hubs** as they contribute to mobility to, from and within Central Austin.

The Enhancement Projects fall into one of three categories: Service, Technology, or Infrastructure. A brief description of each is provided below:

- **Service** improvements are projects that would modify or upgrade existing services or facilities, such as increased frequency, service hours or passenger information on existing routes.
- **Technology** improvements, such as transit signal priority or trip planning for improved operations.
- **Infrastructure** improvements include small capital projects, such as intersection/signalization improvements, queue jump lanes or enhanced station amenities.

The evaluation process for the Enhancement Projects will include two phases:

- Phase 1 will be a high-level screening of potential improvements to existing high-capacity transit services. Improvements that are not identified as priority enhancements as a result of the screening, will be deferred for further study or dismissed as infeasible.
- Phase 2 will be a more detailed, quantitative assessment of the remaining potential improvements. The outcome of this evaluation phase will be a series of prioritized Enhancement Projects for phased implementation by Capital Metro, based on funding availability and time for implementation.

APPENDIX A-3 lists the draft Phase 1 evaluation criteria that are proposed to evaluate and prioritize the draft Enhancement Projects.

4. Evaluation Criteria: Investment Corridors

The draft *Investment Corridors* identified in Phase 1 of Project Connect were compiled based on a comprehensive review of previous local transportation planning efforts (see *draft Enhancement Project and Investment Corridor Identification Methodology Memorandum, October 2016*). They are segments of roadway and rail right-of-way (ROW) that may be able to accommodate priority treatments needed to implement high-capacity transit solutions to provide mobility alternatives for Central Texans to get to, from and around Austin.

Investment Corridors fall into one of three categories: Commuter, Connector, or Circulator. A brief description of each is provided below:

- **Commuter Corridors** extend beyond Central Austin and serve as alternatives to personal auto travel along highways/expressways that regionally connect with Central Austin.
- **Connecter Corridors** are major travel corridors that provide or can provide access between major activity centers to/from/within Central Austin.
- **Circulator Corridors** are last-mile connections serving the densest activity centers of Central Austin.

The evaluation process for the Investment Corridors will include three phases designed to identify projects that meet local transportation needs while maximizing competitiveness for federal funding through the FTA New and Small Starts capital investment grant (CIG) program:

- Phase 1 will evaluate each Investment Corridor relative to overall implementation viability.
- Phase 2 will combine the Investment Corridors that passed the Phase 1 evaluation with appropriate modal technologies to develop “alternatives”, for detailed comparative analysis of potential benefits and impacts.
- Phase 3 will further refine the alternative(s) that perform best against the detailed Phase 2 criteria and identify the Locally Preferred Alternative(s).

The evaluation criteria associated with each step are a combination of quantitative and qualitative performance measures:

- The Phase 1 evaluation will apply fewer and broader measures, including information from previous corridor/area studies. The analysis will largely rely on order-of-magnitude estimates and the outcomes of similar transit projects from peer cities around the country.
- The Phase 2 evaluation will apply more detailed and alternative-specific evaluation results.
- The Phase 3 evaluation will compare the Preferred Alternative(s) against federal criteria to identify and refine the Locally Preferred Alternative(s).

APPENDIX A - 3: DRAFT PHASE 1 EVALUATION CRITERIA AND MEASURES lists the draft Phase 1 evaluation criteria that are proposed to evaluate and prioritize the draft Investment Corridors.

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APPENDIX A-1: FOUNDATION FOR PROJECT CONNECT GOALS AND OBJECTIVES

The goals and objectives identified for Project Connect were developed to align with the stated goals and objectives of the Capital Metro 2016-2021 Strategic Plan Overview, Imagine Austin Comprehensive Plan and FTA's Capital Improvement Grant (CIG) program.

Summary of Capital Metro 2016-2021 Strategic Plan Overview

Vision	Capital Metro is transforming the daily lives of Central Texans by providing a robust, sustainable transportation network.			**Major Performance Goal:** Increase Ridership
Mission	Capital Metro connects people, jobs and communities by providing quality transportation choices.			
Goal Areas	**Customer**	**Leadership**	**Community Values**	**Organization**
Goal Statements	Deliver the best possible customer experience	Demonstrate regional leadership	Demonstrate the value of public transportation in a dynamic community	Continue to improve organizational practices and develop staff
Objectives	Promote a culture of safety Improve system reliability and convenience Ensure an attractive and accessible environment Deliver a customer-friendly experience through our people and systems	Lead public transportation and development Pursue service expansion opportunities Encourage / promote transit-oriented development Generate funding	Increase Ridership Develop and deliver key agency messages Strengthen community relationships Proactively engage the communities we serve	Strengthen the financial systems of the agency Enhance organizational development Strengthen agency -- business partnerships Implement sustainability and environmental stewardship best practices

Source: CMTA Approved FY 2017 Operating & Capital Budget and 5 Year Capital Improvement Plan (September 2016)

Summary of Imagine Austin Key Challenges, Opportunities and Indicators

Vision	Austin is a beacon of sustainability, social equity, and economic opportunity; where diversity and creativity are celebrated; where community needs and values are recognized; where leadership comes from its citizens and where the necessities of life are affordable and accessible to all.						
Key Challenges & Opportunities	**Preserving Our Livability**	**Expanding Transportation Choices**	**Tackling the Ethnic Divide**	**Protecting Our Natural Resources**	**Promoting Prosperity for All**	**Collaborating Regionally**	
Core Principles for Action	Integrate nature into the city	Grow as a compact, connected city	Develop as an affordable and healthy community	Sustainably manage water, energy and other environmental resources	Provide paths to prosperity for all	Think creatively and work together	
Complete Community Indicators	Livable	Mobile and interconnected	Educated	Natural and sustainable	Prosperous	Creative	A community that values and respects people
Sample Indicators	Residential density Median housing values / rent Perception of safety	Transit ridership Households within ¼ and ½ mile distance of transit and high capacity transit Employees within ¼ and ½ mile distance of transit and high capacity transit	Households within ½ mile of library or community center Households within ½ mile distance of a school, public and/or private	Mixed-use development Parks and open space Developed land	Employment density Job / housing balance Households within ½ mile distance of retail and mixed use centers	Attendance at arts / cultural events Money brought into economy from arts / cultural events Private funding for arts	Public safety response times Proportionality of arrest demographics Households within ½ mile distance of medical services

Source: Imagine Austin Comprehensive Plan (Ch. 1-sect.5, Ch. 5-sect.3) (June 2012)

Summary of FTA CIG Program Purpose and Types of CIG Projects

Program Purpose	The discretionary Capital Investment Grant (CIG) program provides funding for fixed guideway investments such as new and expanded rapid rail, commuter rail, light rail, streetcars, bus rapid transit, and ferries, as well as corridor-based bus rapid transit investments, that emulate the features of rail. There are four categories of eligible projects under the CIG program: New Starts, Small Starts, Core Capacity, and Programs of Interrelated Projects. All projects must be evaluated and rated by FTA in accordance with statutorily defined criteria at various points in the development process. In order to be eligible to receive a construction grant, all projects must go through a multi-step, multi-year process and receive at least a "Medium" overall rating, in addition to other requirements.			
Program	**New Starts**	**Small Starts**	**Core Capacity**	**Programs of Interrelated Projects**
Description	New fixed guideway projects or extensions to existing fixed guideway systems with a total estimated capital cost of $300 million or more, **or** that are seeking $100 million or more in Section 5309 CIG program funds.	New fixed guideway projects, extensions to existing fixed guideway systems, or corridor-based bus rapid transit projects with a total estimated capital cost of less than $300 million **and** that are seeking less than $100 million in Section 5309 CIG program funds.	Substantial corridor-based capital investments in existing fixed guideway systems that increase capacity by not less than 10 percent in corridors that are at capacity today or will be in five years. Core capacity projects may not include elements designed to maintain a state of good repair.	Any combination of two or more New Starts, Small Starts, or Core Capacity projects. The projects in the program must have logical connectivity to one another and all must begin construction within a reasonable timeframe.

Source: U.S. Department of Transportation, Federal Transit Administration, Fact Sheet: Fixed Guideway Capital Investment Grants, Chapter 53 Section 5309

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APPENDIX A – 2: PROJECT CONNECT DRAFT GOALS AND OBJECTIVES

The following five goals and related objectives have been established for Project Connect to address the Needs identified in Project Connect *draft Purpose and Need Memorandum (October 2016)*. These goals and objectives will be utilized for the development of evaluation criteria used in comparing the alternative transit investment options for Enhancement Projects and Investment Corridors.

Project Connect Goals and Objectives

Vision	Create a system of high-capacity transit options that will connect people, places and opportunities in Central Texas in an affordable, efficient and sustainable way				
Purpose	Identify sets of potential projects and corridors for development of multi-modal transit solutions to improve travel into, out of, and within Central Austin				
Needs	**Explosive Growth**	**Limited Ability to Build More Roads**	**Issues of Affordability and Cost of Living**	**Establish a Regional Transit System**	
Goals	**Customer Experience**	**Reliability**	**Sustainability**	**Land Use and Policy**	**Implementation and Operations**
Goal Statements	Increase efficiency, attractiveness and utilization of high-capacity transit service to/from/within Central Austin	Provide frequent, reliable high-capacity transit service along dedicated right-of-way to/from/within Central Austin.	Contribute to a socially, economically and environmentally-sustainable transit network	Support "compact and connected" land use and development patterns	Develop and select community-supported transit projects for implementation
Objectives	Provide reliable, frequent service Provide a travel experience that is competitive with the automobile Provide safe and comfortable transit service, amenities and facilities	Efficiently use the existing transportation network and provide dedicated right-of-way for transit Coordinate with existing and planned transit services Enhance modal choices to encourage walking, bicycling and transit use	Mitigate the rising cost of living by providing safe, affordable alternatives to car ownership Improve accessibility for transit-dependent riders and people who prefer transit over cars Reduce energy usage and pollution while minimizing impacts to the natural environment	Expand transit access to local and regional destinations, activity centers and employment centers Support compact revitalization and mixed-use development opportunities within Central Austin and emerging regional centers Incorporate high capacity transit within regional transportation solutions	Define and select transit improvements with strong public, stakeholder and agency support Define and select transit improvements that are cost-effective Develop a funding program for phased implementation and continued operations

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APPENDIX A - 3: DRAFT PHASE 1 EVALUATION CRITERIA AND MEASURES

The table below lists the draft Phase 1 evaluation criteria for both Investment Corridors and Enhancement Projects. The evaluation results for each measure will be scaled appropriately as High / Medium / Low or Pass / Fail depending on the nature of the criterion and available data. Any Corridor or Project that receives a significant number of "Lows" and/or "Fails," generates significant negative feedback from the public, and/or has a "special consideration" that makes a Corridor or Project infeasible for implementation will be screened out from further consideration. Results of the evaluation will be tallied for each Investment Corridor and Enhancement Project. A detailed account of the entire Phase 1 evaluation process will be documented in a technical memorandum that will include a description of how each evaluation criteria and measure, shown in Error! Reference source not found., was applied to Investment Corridors or Enhancement Projects. The final tabulation of Phase 1 evaluation results and rankings will be included in a matrix evaluation table. This matrix will show the criteria scores for each Investment Corridor and Enhancement Project, as well as the final totals that determine whether the corridor or project advances to Phase 2. The Phase 1 technical memorandum will also include the source data used in the comparative evaluation as supporting information.

Note that some of the Pass/Fail and High / Medium / Low thresholds will be determined following the generation of data so that they may be used to differentiate the potential performance or benefits of draft Investment Corridors and Enhancement Projects. Not all criteria will be applicable to all Enhancement Projects and Investment Corridors. In those cases, an "N/A" will be noted and that criterion will be factored in to that project's overall evaluation results.

Draft Phase 1 Screening Criteria

Project Goals	Phase 1: Feasibility Analysis	
	Evaluation Criterion: What are we measuring?	**How will we measure?**
Customer Experience Increase efficiency, attractiveness and utilization of high-capacity transit service to/from/within Central Austin	**Impact on existing riders** Number of existing riders on each corridor/near each project.	**Quantitative:** Are there a significant number of average daily boardings at existing stops/stations within ½ mile of the corridor or project? How many riders are currently using transit along a corridor or near a project? (High, Medium, Low)
	Network/System Compatibility Overall integration with transit network, including Connections 2025.	**Quantitative:** Does it integrate well with the Connections 2025 local bus and high-frequency network routes? (Pass/Fail)

Project Goals	Phase 1: Feasibility Analysis	
	Evaluation Criterion: What are we measuring?	**How will we measure?**
Reliability Provide frequent, reliable high-capacity transit service along dedicated right-of-way to/from/within Central Austin.	**Reliability** Transit travel time and on-time performance	**Qualitative:** Is the project expected to reduce travel time? (Pass/Fail)
	Dedicated ROW Availability of roadway space to dedicate to transit	**Qualitative:** Are wide medians, shoulders, travel lanes, parking lanes, or ROW preservation for transit available? (Pass/Fail) **Quantitative** What percentage of a corridor or project area is supportive of implementing high capacity transit? (High, Medium, Low)
	Frequency Frequency of transit service	**Qualitative:** Will the project increase frequency of service? (Pass/Fail)
Sustainability Contribute to a socially, economically and environmentally-sustainable transit network	**Environmental Factors** Minimize impacts to natural and built environment	**Qualitative:** Is the project expected to cause significant negative environmental impacts to natural or cultural resources or civil infrastructure, or visual impacts? (Pass/Fail)
	Regional Equity Connecting emerging regional activity centers with the Central Austin focus area	**Qualitative** Is the area currently served by, or have high demand for high-capacity transit service? (Pass/Fail)

Project Goals	Phase 1: Feasibility Analysis	
	Evaluation Criterion: What are we measuring?	**How will we measure?**
	Service Equity Serving underserved communities or cost-burdened households	**Quantitative:** Are the percentages of minority, poverty, zero-vehicle households, limited English proficiency or senior populations within ½ mile of the project larger than the city and regional averages? (High, Medium, Low)
Land Use & Policy Support "compact and connected" land use and development patterns	**Density** Density of housing and jobs	**Quantitative:** On average, how many people live and work within ½ mile of the project? (High, Medium, Low)
	Policy Compatibility with local land use plans and policies	**Qualitative:** Is the project or corridor consistent with local and regional plans and policies? Is it located in a Transit Oriented Development District? (Pass/Fail)
	Economic Development and Land Use Take advantage of planned development or development opportunities	**Quantitative:** How much undeveloped and underdeveloped land is there within ½ mile of the project or corridor? How much planned development is there within ½ mile of the project or corridor? (High, Medium, Low)
	Activity Centers Connecting places people want to go	**Quantitative:** How many major activity centers does the project serve, including *Imagine Austin* Regional and Town Centers and

Project Goals	Phase 1: Feasibility Analysis	
	Evaluation Criterion: What are we measuring?	**How will we measure?**
		CAMPO centers? (High, Medium, Low)
Implementation & Operations Develop and select constructible, affordable and community-supported transit projects for implementation.	**Community support** Public and stakeholder feedback	**Quantitative:** How many community members agree with the proposed projects and corridors (from comment forms and on-line surveys)? (Pass/Fail)
	Costs Capital and O&M costs	**Quantitative:** How much will it cost to build and operate the project or corridor? (High, Medium, Low)
	Special considerations Constructability and long-term operations	**Qualitative:** Are there unique features of a project or corridor that would affect its implementation or operations? (Pass/Fail)
	Funding Opportunities Local, state, federal, and private	**Qualitative:** Is the project or corridor a strong candidate for federal or local/private funding? (Pass/Fail)

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Draft Public and Stakeholder Involvement Plan

Note: As a living document, this PSIP is subject to change and will be updated regularly.

projectconnect
New Transit Options for a Greater Austin

Draft Public and Stakeholder Involvement Plan (PSIP)




November 2016

AECOM

Public and Stakeholder Involvement Plan (PSIP) Summary: Project Connect

1.0 Public and Stakeholder Plan: Purpose

This Public and Stakeholder Involvement Plan (PSIP) outlines and describes how Capital Metro (CMTA) will engage individuals, neighborhoods, community and advocacy groups, agency representatives, and local policy influencers in the Project Connect project. The PSIP effort seeks to achieve informed consent from the community and various stakeholders regarding decisions on development of Locally Preferred Alternative(s) for high-capacity transit into, out of, and within the central core of Austin. To achieve this purpose, the PSIP must be implemented in a manner that is proactive, inclusive, response, and maintains accountability.

This PSIP describes strategies and tactics for communicating with agencies, stakeholders, and the community. It defines the tools, timing, and resources to be used in obtaining public and stakeholder input as well as keeping these audiences engaged throughout the life of the project.

While this plan outlines specific public participation activities, emerging or changing issues that occur as Project Connect moves forward may require that this PSIP approach be modified accordingly to better accommodate various communication challenges.

1.1 PSIP Goals and Objectives

The following goals and objectives guide the implementation of this PSIP.

Goal 1: Inform, educate and engage the public and community stakeholders throughout the Project Connect project.

Objectives:

1. Provide the public with information about the objectives of the Project Connect process as well as the importance of their role in defining locally preferred alternatives (LPAs).
    - Inform the public through a range of outreach methods that target different audiences, including traditionally under-represented groups, and strive to maintain a high level of public interest and enthusiasm for addressing high-capacity transit for moving individuals into, out of, and within central Austin.
2. Provide a variety of means for public participation that are accessible in terms of location and time so that certain individuals or groups are not precluded from participating in the process.
3. Where possible, encourage private sector participation in public outreach efforts to further increase awareness of this decision-making process, reduce costs, and develop project support.

Goal 2: Create opportunities for early and continuing community and stakeholder participation in the decision-making process.

Objectives:

1. Develop and use a formal process for enabling the public and stakeholders to actively participate in the decision-making process, including the development of alternative strategies, identification of benefits

and/or costs and methods for evaluating potential high-capacity modes and routes to improve accessibility to, from, and within central Austin.

2. Identify and contact key community and agency leaders to gather input on local issues and concerns regarding transportation issues and potential strategies for improvements.

3. Identify a project champion or champions to helping to carry CMTA's messages about Project Connect into the community.

4. Identify financial issues, concerns, and solutions related to the feasibility of projects recommended as potential LPAs.

Goal 3: Maintain accountability, credibility, and responsibility of the two Project Connect stakeholder committees throughout the study.

Objectives:

1. Clearly communicate the mission and role of the stakeholder committees in Project Connect.

2. Maintain accurate documentation of all project activities, as well as public meetings and events so that interested parties can be informed of the progress, results and decisions of each.

3. Feedback and action items resulting from activities and meetings will also be documented, assigned and have responses recorded.

4. Cooperate with local and regional transportation agencies conducting concurrent transportation studies to avoid public confusion and to avoid duplication of effort between related projects in Austin.

Goal 4: Assure inclusion of traditionally under-represented groups in the planning process

Objectives:

1. Seek the participation of low-income, minority, and elderly populations, as well as individuals with disabilities. Monitor the participation of these groups so that alternative involvement methods can be used as needed to ensure their engagement in Project Connect.

2. Present information in a manner that overcomes potential language, economic or cultural barriers, and that is meaningful to different cultural groups.

3. Facilitate effective participation by the hearing- and visually-impaired.

4. Ensure compliance with Title VI and Environmental Justice guidelines.

Goal 5: Achieve regional informed consent for LPA(s)

Objectives:

1. Present study findings in an understandable, objective, and reader-friendly manner, focusing on how high-capacity transit into/out of, and within central Austin will benefit local residents.

2. Facilitate communication among community members and stakeholders so that tradeoffs among alternate projects and funding options can be identified and understood.

3. Formalize a process to incorporate public and stakeholder input into the technical analyses performed during the Project Connect study, and be able to demonstrate to the community that their issues and concerns have been considered even if not eventually adopted.

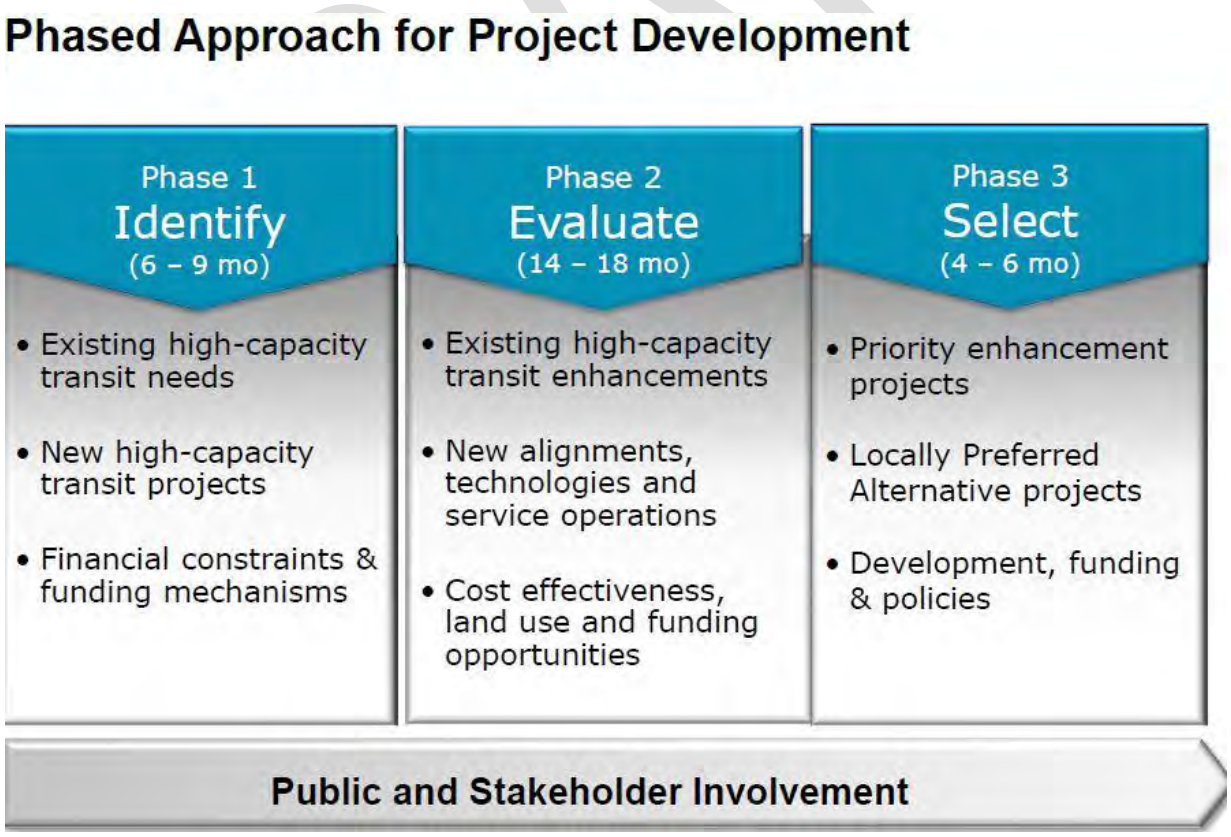
1.2 Success Measures

- Engagement of stakeholders and community members during study process
- Majority of stakeholders and participants involved are satisfied with engagement activities
- Majority of stakeholders and participants involved believe their feedback was meaningfully considered and incorporated into the final locally preferred alternative/LPA(s)
- Majority of stakeholders and participants involved understand and support the selection of the LPA(s)
- Engagement of traditionally underserved populations as demonstrated by participation in community events and submission of comments.
- Generation of substantial media/press coverage
- Generation of substantial web traffic on online platforms
- Generation of substantial social media impressions about study
- Use of Public Involvement Interaction Index performance targets to measure effectiveness of public and stakeholder engagement and communication tactics, and modify efforts accordingly to meet PSIP goals

2.0 Project Connect Planning Process

Goals

Project Connect will be conducted in three phases: identify, evaluate, and select. The goals for each phase of the project are described below.



Overall Goals: Phases 1 – 3

- Build and maintain trust in CMTA Project Team Leads and key project staff as a competent and capable work group among Board of Directors and CMTA Senior Executive Team (SET):
    - Regularly update CMTA Board of Directors at various junctures based on project milestones
    - Work closely with CMTA Senior Executive Team (SET) and ensure proactive two-way communication between Project Team Leads and CMTA Board of Directors and their respective staff
- Achieve informed consent for the proposed locally preferred alternative(s)
    - Meaningfully engage stakeholders in the development and analysis of a locally preferred alternative or alternatives through the use of various engagement and communication strategies and tools:
        - Delineate PI expectations and the role of stakeholders and the general public in the Project Connect development process
        - Educate stakeholders and general public on how high-capacity transit can be a benefit to central Austin and the greater Austin region.
        - Ensure that stakeholder and public feedback is consistently understood and considered, and that explanations are provided about how, as well as why feedback was or was not incorporated
        - Gather geographically representative input based on Capital Metro's Service Area, Austin's City Council districts, and partnering jurisdictions of Project Connect
        - Work directly with and engage stakeholders in each aspect of the decision-making process including the development of alternatives and the identification of the locally preferred alternative(s)
        - Build community trust in CMTA as a leader in regional public transportation
        - Build community trust in CMTA as an accountable and transparent organization

Phase 1–Specific Goals

- Identify pool of potential high-capacity transit projects (Enhancement Projects to existing modes and corridors as well as new Investment Corridors) that would serve Central Austin and seek stakeholder and public input on these projects as well as accepting ideas about other potential projects not previously identified.
- Seek stakeholder and public input on the evaluation criteria developed by CMTA and AECOM team to evaluate identified projects.

Desired Outcome: Short list of high-capacity transit Enhancement Projects and Investment Corridors ready to move into the next phase—alternatives analysis

Phase 2–Specific Goals

- Define high-capacity transit Projects and Corridors to be further analyzed and prioritized for implementation, expanding and refining evaluation criteria developed and used in Phase 1, for Phase 2.
- Seek stakeholder and public input on the defined project components and Phase 2 evaluation criteria for evaluation of Projects and Corridors.
- Seek stakeholder and public input on recommended priorities for the high-capacity transit Projects and Corridors that have made it into Phase 2.
- Seek stakeholder and public input on potential transit supportive policy and financing/funding alternatives.

Desired Outcome: Prioritized list of high-capacity projects ready to move into next phase – project development, implementation and funding strategy

Phase 3-Specific Goals

- Identify final list of projects to be considered as locally preferred alternative(s) (LPAs).
- Seek stakeholder and public informed consent on locally preferred alternatives and local adoption of funding plans.
- Begin project development with preparation of materials for potential FTA funding application, pre-engineering analysis, and Planning-and-Environmental-Linkages (as needed) for priority projects

Desired Outcome: A set of locally preferred alternatives that reflect informed consent from stakeholders and the public. The priority LPAs will be ready to move into the project development phase and a potential ballot initiative.

3.0 Stakeholder and Community Issues, Concerns, and Information Needs

As result of the agency briefings and focus group discussions held at the beginning of Project Connect, the following community opinions were identified.

Concerns:

- Lack of understanding of Project Connect and other terminology such as “high-capacity transit” and “central core”
- Lack of trust in CMTA. CMTA should stop trying to take on too much at one time.
- Confusion about transit planning in the community: Who is responsible? Will promises be kept? Why so much studying and so little action?
- Desire for more speed, frequency, and reliability in high-capacity transit not only within central Austin but also from the suburbs to central Austin.
- Desire for CMTA to work together with the City of Austin and other local transportation entities in coming up with transportation solutions.

Information Needs:

- Desire to be communicated with in simple, straightforward, and clear language coupled with the desire to learn how input is being used during the planning process.
- Negative associations with the name “Project Connect” as a result of the previous Central Corridor study
- Desire for Project Connect to have a champion who can articulate a bold vision

4.0 Key Messages

The following messages reflect community concerns and information needs as well as the stakeholder and public involvement goals of Project Connect. These messages are intended for consistent use throughout Project Connect but may be modified and updated in response to public and stakeholder feedback.

- The current Project Connect is a refinement of Project Connect, an adopted plan that created a vision of high-capacity transit in the Central Texas region and provided a framework within which to develop specific transit projects for serving urban and suburban activity centers.
- The benefits of Project Connect, when it is implemented as a system, will be to offer competitive, reliable, multimodal transit alternatives to single occupancy vehicles. It will provide the accumulated regional benefits of an integrated high-capacity transit system and will support economic growth and transit-oriented development patterns, as well as providing over $8,000 in annual savings for transit riders who wish to forego car ownership.
- Project Connect is already in action today with CMTA’s existing high-capacity services: MetroRail Redline, MetroRapid, and MetroExpress.

- As part of its vision for regional transit, Project Connect identified two priority corridors where the need for high-capacity transit was most urgent – the North Corridor and the Central Corridor (Central Austin). CMTA and its agencies, CAMPO, the City of Austin, and Lone Star Rail, have already completed an alternatives analysis of the North Corridor which produced several locally preferred alternatives that have advanced to the next stage of development. Now it's time to focus on Central Austin.
- The mobility problems in the central Austin project area are quite simple—explosive growth in the Austin metropolitan area and with that growth a corresponding increase in traffic leading to heavy congestion into, out of, and within the urban core of Austin. While plans are in place to increase the capacity of local highways, this will not be enough to meet demand. High-capacity transit offers commuters an alternative to sitting in traffic and represents an important part of the region's mobility toolbox.
- The goals of Project Connect are to improve the quality of life for local travelers by providing fast, frequent and reliable options for travel into, out of, and within central Austin. To meet these goals, new high-capacity transit corridors and projects must be identified as well as ways of enhancing existing high-capacity transit services, and integrating these solutions with the local bus system to form a fully integrated and connected transit system.
- For CMTA to meet the goals of Project Connect, we need to hear from local stakeholders and community members. Throughout the 30-month project duration, we will be reaching out to the public in a variety of ways – from web-based information gathering, to a community workshop to informal meetings in neighborhoods. We'll be asking for opinions on what mode of high-capacity transit is preferred, the corridors in which transit would be of most value, and we will report back to the community on how we used their input.

5.0 Stakeholder Identification

A necessary first step in the public and stakeholder involvement process is identifying local stakeholders (including agencies) and community members and their issues related to high-capacity transit. Identification of stakeholders will continue throughout Project Connect and the stakeholder list will be updated continuously to include new individuals and organizations who express an interest in being involved in the project. Listed below is a summary of the general stakeholder groups identified at this time.

5.1 Agency Stakeholders

Project Connect's success depends on its ability to coordinate with local and regional transportation agencies in identifying high-capacity transit projects for Central Austin and the outlying areas that are linked to that core. The cooperating and participating agencies identified in this document will be valuable resources during the development of LPAs for Central Austin.

5.2 Elected Officials

Elected officials in Austin, surrounding cities, and four central Texas counties all want to address traffic congestion and improve the quality of life while minimizing negative effects on residents and businesses. In addition, high-capacity transit is closely tied to economic development and growth opportunities. Therefore, elected officials have a stake in Project Connect and its impact on the region.

5.3 Schools/Universities

The local public school and university student populations are major users of existing public transit. Therefore it is important to reach out to educational institutions to understand their long-term needs within the central core of Austin.

5.4 Residents/Neighborhood Associations

Local community issues in Austin often include neighborhood preservation in light of traffic congestion, new development, density, and residential property tax increase. Addition of new high-capacity transit will have an impact on all of these issues and thus Project Connect will require coordination and input from Austin neighborhoods and residents.

5.5 Major Employers

Major employers are in a strong position to influence the transportation choices of their employees through incentive programs or flexible work hours. They can also provide good perspectives on origin/destination patterns of their employees. Since employers have a major economic interest in local transportation, they can make an important contribution to Project Connect.

5.6 Faith-Based Organizations

Faith-based organizations such as churches or local social organizations provide an effective means of reaching individuals in under-served and under-represented areas of the city. Coordination with these organizations should prove effective in extending CMTA's reach into minority and low-income neighborhoods.

5.7 Traditionally Under-Represented and Underserved Groups

To ensure that traditionally under-represented and underserved populations are included in the Project Connect planning process, it is important to use outreach methods that have proved to be effective in reaching this audience. The Project Connect team will reach out to these individual through a variety of methods including the mobile information center, ambassador program, and working through local faith-based and social organizations.

5.8 Destination/Event Centers

Austin's entertainment district, the Long Center, Palmer Events Center, the Convention Center, and sporting and events venues associated with the University of Texas at Austin all stand to benefit from enhanced high-capacity transit. These types of venues should be included in the planning process to better understand their needs.

5.9 Development Community and Real Estate Professionals

Cities with successful transit-oriented development (TOD) often have worked closely with developers and the real estate industry to ensure that high-capacity transit investments are consistent with market demand for TOD.

5.10 Advocacy Groups

Numerous advocacy groups representing neighborhood interests, general high-capacity transit and specific transit projects, bicycle pedestrian interests, and environmental interests play an active role in any Austin project. These groups all have important viewpoints to be considered by Project Connect.

5.11 Active Civic Organizations

Active civic organizations are an effective means of getting information out to the public as well as encouraging their membership to actively engage in Project Connect. Since these organizations can speak on behalf of their members, they also represent an efficient means of communicating with a much wider audience.

5.12 News Media

For this project, CMTA will use a media relations strategy that includes a media drop-in session, media kits, and outreach to both English and Spanish language radio, television, print, and online media.

6.0 Public and Stakeholder Involvement Strategies and Tactics

CMTA and its consultant team will use a variety of public and stakeholder engagement tactics to engage and seek input from stakeholders and the general public throughout all three phases of Project Connect and these efforts will be emphasized at key project milestones. Participation from stakeholders and the general public will be encouraged throughout the planning process. This section of the PSIP describes the overall strategies for engaging the public and stakeholders (information gathering, public and stakeholder involvement, and education/public information as well as the tactics to be used to implement these strategies. Engagement efforts will be designed so that they result in equitable, innovative, and convenient participation across all segments of the Austin community.

6.1 Strategy #1 – Information gathering from stakeholders and the public to obtain input on proposed projects and ultimately on the LPA(s)

6.1.1 Tactics/Tools for information gathering

1. Public and Stakeholder Mailing List – A mailing list of interested individuals, organizations, elected officials, community stakeholders, and others will be developed for Project Connect based on CMTA's existing database of community contacts. The project database will be updated and revised throughout the project and used for email blasts, project updates, and public notices.

2. Public Comments – Comments will be collected from the public and stakeholders using printed comment cards, online comment forms, and survey-based comment collection, where appropriate. Comment forms will be tailored to individual events, as needed, and will be available in English and Spanish. Where appropriate, a transcriber (e.g., court reporter) will be available to transcribe comments for individuals who prefer to dictate a comment. Verbal comments made during focus groups and stakeholder committee meetings may be audio recorded or transcribed.

3. Comment Documentation – Comments received from the public and stakeholders will be documented throughout Project Connect using a Microsoft Access-based system to document the name and contact information for the person submitting the comment and the actual comment itself. Project comments obtained via the project website will be directed to the comment database. Written comments obtained via letters, comment forms at meetings and through other means will be entered into the system manually. The use of comment forms will streamline data entry.

6.2 Strategy #2 – Public and stakeholder involvement using a proactive, timely and consistent approach to engaging and maintaining public and stakeholder participation throughout the Project Connect planning process

6.2.1 Tactics/Tools for Public and Stakeholder Involvement

1. Stakeholder Briefings – Two sets of briefings with key stakeholders will take place following the Project Connect briefing with CMTA board members. The purpose of these briefings is to inform these stakeholders, who represent cooperating and participating agencies, about Project Connect and to get their input on project activities. The first set of briefings will be with "cooperating agencies" and the second set with "participating agencies." The list of agencies is as follows:

Organization/Agency	Representative	Date of Briefing
Cooperating Agencies		
CAMPO	Ashby Johnson, Executive Director	June 3, 2016
TxDOT	Terry McCoy	June 20, 2016
City of Austin	John-Michael Cortez, Mayor's Office	June 2, 2016
City of Austin Transportation Dept.	Robert Goode/Robert Spillar	July 28, 2016
Lone Star Rail District	Joe Black, Executive Director	June 2, 2016
CTRMA	Mike Heiligenstein	TBD
Participating Agencies		
Travis County	Sarah Eckhardt, County Judge	July 22, 2016
Hays County	Bert Cobb, County Judge	July 20, 2016
Williamson County	Don Gattis, County Judge	July 28, 2016
Bastrop County	Paul Pape, County Judge	August 1, 2016
City of Round Rock	Alan McGraw, Mayor	August 9, 2016
City of Georgetown	Dale Ross, Mayor	August 16, 2016
City of Pflugerville	Jeff Coleman, Mayor	August 19, 2016
City of Hutto	Doug Gaul, Mayor	August 18, 2016
City of Cedar Park	Matt Powell, Mayor	August 8, 2016
City of Leander	Christopher Fielder, Mayor	August 15, 2016
Texas State Legislature	Kirk Watson, State Senator	July 20, 2016
CARTS	David Marsh	August 4, 2016

CMTA is responsible for conducting all stakeholder briefings with support from the consultant team. Summary notes for each briefing will be prepared and added to the project record.

2. Focus Group (small group discussions) with local stakeholders The Phase 1 focus group discussions are designed to gain input from a range of entities with an interest in Project Connect, foster relationships and enhance the PSIP. The objectives of the Focus Groups are to:

- Provide information about the project goals, process, and timeline
- Understand stakeholders interests, needs, and concerns relative to the project
- Understand how stakeholders want to be involved and who else should be involved
- Clarify / set expectations regarding the project, next steps and ongoing involvement
- Gain insight and reactions to high level messaging or message platform

Focus group participants will be drawn from a diverse array of organizations and groups that represent the diversity of the Austin community. Participants will be invited to one of two sessions based on how they fall into one of two categories - 1) municipal / organizational entities and 2) community-based groups. A list of the organizations and invitees for these two focus group sessions is as follows:

Focus Group 1 – Municipal / Organizational Entities	
Name of Entity	**Name of Invitee**
1. Austin Area Research Organization	1. Barbara Johnson, Executive Director
2. Austin B-cycle	2. Elliot McFadden
3. Greater Austin Chamber of Commerce	3. Andy Cantu, Director, Regional Mobility
4. Greater Austin Hispanic Chamber of Commerce	4. Mark Madrid, President & CEO
5. Greater Austin Asian American	5. Mariana Bhargava, Executive Director

Focus Group 1 – Municipal / Organizational Entities	
Name of Entity	**Name of Invitee**
Chamber of Commerce	
6. Greater Austin Black Chamber of Commerce	6. Tam Hawkins, President & CEO
7. Austin Gay & Lesbian Chamber of Commerce	7. Edgar Gierbolini, President
8. Austin Independent Business Alliance	8. Rebecca Melancon, Executive Director
9. City of Austin Planning Commission	9. Stephen Oliver, Chair
10. City of Austin Urban Transportation Commission	10. D'Ann Johnson, Chair
11. Downtown Austin Alliance	11. Dewitt Peart, President & CEO
12. Movability Austin	12. Thomas Butler
13. Pedestrian Advisory Council	13. Joe Almazan, Chair
14. The Real Estate Council of Austin, Inc.	14. Ward Tisdale, President
15. University of Texas at Austin	15. Patricia Clubb, Vice President, Operations
16. Urban Land Institute - Austin District	16. David Steinwedell, Director
17. Greater Austin Merchants Association	17. Sharif Prasla, CEO
18. US Hispanic Contractors Association de Austin -	18. Juan Oyervides, ED
19. AISD Police Department -	19. Eric Mendez, Chief (or other person)
20. Greater Austin Contractors & Engineers Association	20. David Matocha, President
21. Women in Transportation Seminar WTS	21. Odette Tan, President
22. Austin Young Chamber	22. Matt Glazer, President
23. Austin Community College	23. Andy Kim

Focus Group 2 – Community-based Groups	
Name of Entity	**Name of Invitee**
1. AARP	1. Jessica Lemann, Dir. Of Outreach & Advocacy
2. ADAPT of Texas	2. Jennifer McPhail, Austin Organizer
3. Alliance for Public Transportation	3. Jeb Boyt, Board Member
4. AURA	4. Eric Goff, Executive Board Member
5. Austin Area Urban League	5. William McDaniel, President & CEO
6. Austin Neighborhoods Council	6. Mary Ingle, President
7. Bike Austin	7. Mercedes Feris, Executive Director
8. Capital Metro Access Advisory Group	8. Chris Prentice, Chairman
9. Central Austin Community Development Corporation	9. Steven Knapp, Director
10. Congress for the New Urbanism Central Texas Chapter	10. Mateo Barnstone, Managing Director
11. Downtown Austin Neighborhood Association	11. Meredith Powell, President
12. Friends of Austin Neighborhoods	12. Roger Cauvin, President
13. People Organized in Defense of Earth and Her Resources	13. Suzanna Almanza, Executive Director
14. Walk Austin	14. Robert Anderson
15. Austin Creative Alliance	15. John Riedie, CEO
16. Community Advancement Network (CAN)	16. Raul Alvarez, ED
17. National Alliance on Mental Illness (NAMI)	17. Karen Ranus, Executive Director
18. One Voice Central Texas	18. Ann Howard, ED

Focus Group 2 – Community-based Groups	
Name of Entity	**Name of Invitee**
19. Interfaith Action of Central Texas - 20. AISD Facilities Management 21. Capital Metro Customer Satisfaction Advisory Committee 22. Austin Safer Streets 23. Evolve Austin	19. Simone Talma Flowers, ED 20. Paul Turner, ED 21. William Shaumberg, Chairman 22. Sara LeVine, ED 23. Cid Galindo

A detailed script and meeting plan for each focus group will be prepared and submitted to CMTA for review and approval. All focus groups will be facilitated by a member of the consultant team with support from other members of the consultant team, and audio recorded. The group size for each focus group is anticipated to be 12-16 people. Sessions will be scheduled for 1.5 hours and will be structured as follows:

- Welcome, introductions and high-level project overview - 15 Minutes
- Facilitated discussion of 5 - 6 questions – 60 minutes
- Identification of any key topics not addressed - 13 minutes
- Conclusion – 2 minutes.

A summary report for each focus group will be prepared and submitted to CMTA and to the focus group participants.

3. Stakeholder Committee(s) – Two stakeholder committees will be formed to allow stakeholders to receive Project Connect project status information quarterly and to enable them to provide their feedback and input for subsequent technical analysis and public outreach activities. It is anticipated that one of the stakeholder committees will be made up of members of the cooperating and participating agencies (Technical Advisory Committee), along with key stakeholders from the municipal focus group participants. Other members may be added if determined necessary. The second stakeholder committee (Community Advisory Committee) will be comprised of individuals from the community-based focus group participants as a base with other members added as necessary to ensure that this group represents the large Austin community.

   The distinct missions and criteria for participating in each of the stakeholder committees will be developed by the consultant team and submitted to CMTA for review before the committees meet for the first time. It is anticipated that the mission of the agency/municipal stakeholder committee will be to address issues related to the entire region, including providing guidance on how to coordinate Project Connect with other regional planning efforts. The mission of the community stakeholder committee will be to provide feedback on Project Connect's ongoing study with a focus on its impact on local communities and Project Connect's public outreach activities.

   Stakeholder committee meetings, which will take place quarterly, will be approximately 2.5 hours in length, will be held in an easily accessible location and will be open to members of the public as well. The consultant team will develop a detailed stakeholder committee plan that includes stakeholder committee objectives and mission; membership lists for each stakeholder committee; the date and location for each meeting; and meeting agendas.

4. Drop-in sessions for transit advocacy groups. These sessions, to be hosted by CMTA will enable local groups that advocate for a particular transit solution (mode and/or route) to present their ideas for projects they believe should be considered during the Project Connect project. CMTA will then include this information in the list of projects under consideration. Sessions will be scheduled on an as-requested basis and generally will take place at the Project Connect offices in downtown Austin. All sessions will be documented and included in the official project records.

5. Public Launch Workshop – The public launch of Project Connect will make a bold statement about the project's mission and timeline. This will be accomplished through a major planning exercise that will enable both stakeholders and the public to play a role. The objective of this workshop is to provide the public with information about the goals and objectives of Project Connect and a list of high-capacity transit investment corridors and enhancement projects that are being considered to move people into, out of, and within central Austin and to gather input on all of this information. The feedback gained from this workshop will enable the project team to progress into project evaluation with an understanding of which types of projects are likely to be supported by the stakeholders and the public.

   This workshop is tentatively planned to be held at the Bob Bullock Texas State Museum in early 2017. This is a central location, which is familiar to the local community is easily accessible by transit and has plenty of nearby parking. The format of the workshop will be a full-day session for the general public and stakeholders.

   During the workshop, Project Connect team members will make a presentation(s) on the project and then transition the group to facilitated table discussions of project goals and objectives; potential high-capacity projects (both enhancements to existing projects and new projects); and evaluation criteria to be used in selecting the highest priority projects. (Before the workshop, stakeholders and community members may submit high-capacity projects to be considered during the workshop in addition to the projects already identified by CMTA.) After the table discussions, a representative from each table will summarize and share the table discussion with the larger group.

   Project champions and the news media will be invited to the workshop to reinforce the public launch of Project Connect. The consultant team will submit a detailed "run of show" for the public launch workshop that covers publicity, logistics, and meeting format.

5. Stakeholder briefings – CMTA will continue to work with the cooperating and participating agencies described above throughout the course of the project. Because several of these entities have transportation planning efforts of their own underway, it will be essential for CMTA to remain in close contact with the cooperating agencies (TxDOT, City of Austin, CAMPO, and Lone Star Rail District). While these agencies will participate in the agency/municipal stakeholder committee, they will also receive briefings directly from CMTA just before major project milestones. These briefings will take place both individually and, as needed, a joint meeting of all cooperating agencies.

6. Neighborhood Association and City Council District-based Town Hall Meetings – The Project Connect team will make brief presentations on the project and seek input as part of regularly scheduled neighborhood association and City Council district-based town hall meetings. This approach is intended to complement other engagement methods by reaching out to community members who may not have the time or inclination to participate in the public workshop. The consultant team will prepare a detailed plan and schedule for these presentations for approval by CMTA.

6.3 Strategy #3 Public education/information to raise awareness of Project Connect by community members, to distribute timely information about the planning process and its goals, and to encourage community members to participate in the project which will lead to identification of an LPA(s).

6.3.1 Tactics/Tools for public education/information

1. Media Relations (includes Media drop-in session) – A media relations plan will be developed that covers media outreach needed at various project milestones. The initial activity is a media-outreach session to be held before the public launch to provide news media with background information on Project Connect along with project goals, objectives, activities, and timeline. It is anticipated that CMTA will run this

session with assistance from the consultant team. A media kit will be prepared and updated for use throughout the project. Those who post consistently on social media about CMTA and Project Connect may be invited to a separate drop-in session following the media drop-in. The purpose of this second session is to provide these individuals with accurate and timely project information to encourage them to convey this information to their followers.

2. Project website (includes MetroQuest (or similar online engagement tool) surveys, blog, videos, infographics) – A Project Connect website will be launched as a subset of the CMTA website. A website plan will be prepared and approved before any content is prepared. The website will include at a minimum:
    - Project information (goals, objectives, milestones, and status reports)
    - Project blog (to be updated according to timeline in Project Connect Website Plan)
    - Frequently Asked Questions
    - Comment submission and request to be added to mailing list forms
    - Online survey (MetroQuest or other similar online engagement tool)
    - Project videos (as described in the Project Connect Website Plan)
    - Infographics (including an interactive map of Project Connect)

    AECOM will be responsible for designing the basic website architecture with input from CMTA. In addition, AECOM will prepare website content (e.g., information on the home page, blog posts, infographics) and will submit it to the CMTA project and CMTA Marketing Communications for approval before it is finalized. CMTA Marketing Communications will be responsible for uploading all web content unless a mechanism for AECOM is made available so that the consultant team can assist with this task.

3. Social Media—a social media plan will be developed by the consultant team for submission to CMTA. This plan will detail the social media tools to be used for Project Connect (e.g., Facebook, Twitter, YouTube) as well as the content to be communicated and the schedule for communicating. AECOM will be responsible for preparing draft social media messaging as discussed in the social media plan.

4. Option: Mobile Community Outreach: Project Connect – An innovative method of reaching local residents is to use a CMTA vehicle to serve as a mobile project information and feedback center. The vehicle could be stocked with exhibits, graphic displays and infographics, project videos, maps, and laptops/tablets with information about Project Connect. It could be staffed by a CMTA staff member and member of the consultant team to provide a means of accepting comments (both electronic and written comment forms). This vehicle could travel to various neighborhoods identified by the community stakeholder committee and community organizations and stakeholders.

    Having community mobile outreach available to travel to community and neighborhood events where residents are already gathering will engage a wider range of individuals than could be reached using traditional public involvement methods. Some of these individuals do not have time to attend an evening open house or special event but could easily stop by and visit a van parked in their neighborhood. The consultant team will develop a list of items to be included in the van and will work with CMTA to create a list of locations and dates for bus visits. All comments received during bus visits will be documented as part of the project record.

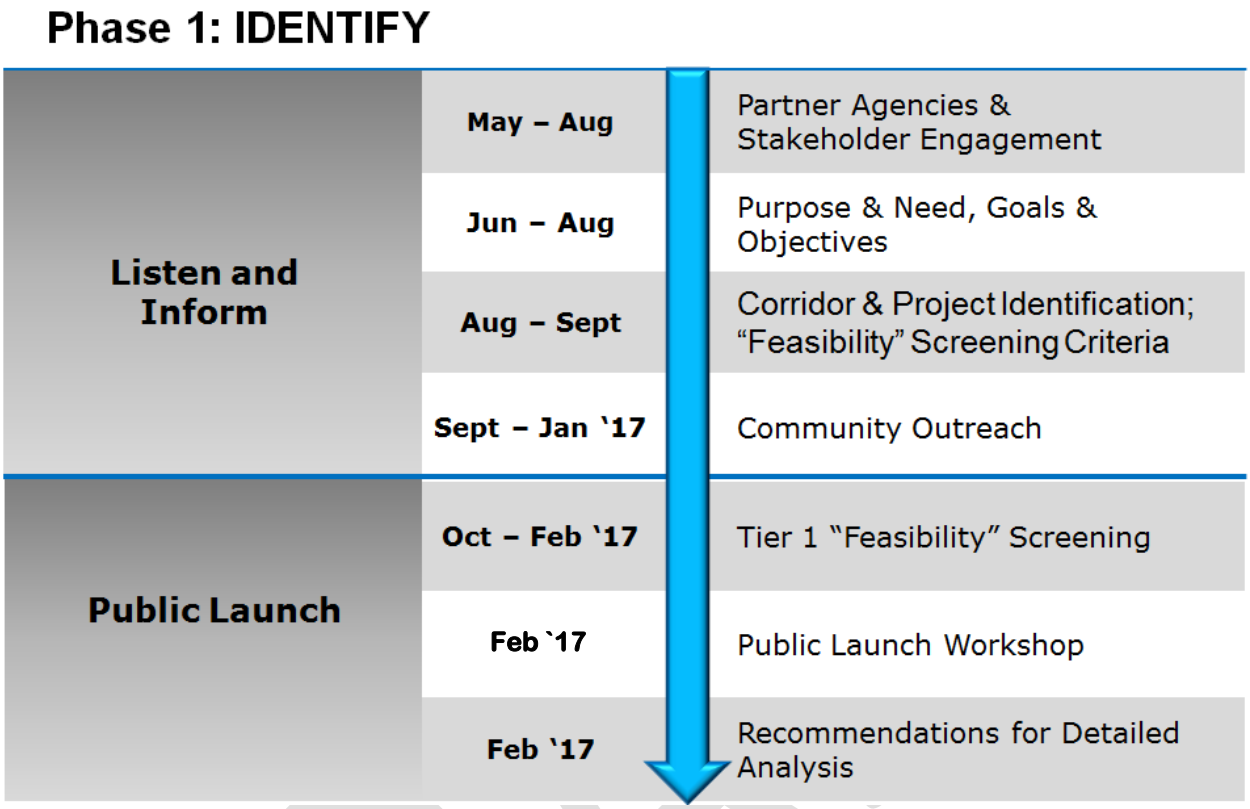
5. Option: Ambassador Program/Speakers bureau/"meeting in a box" presentations – These methods of engaging the public are designed to involve traditionally under-represented populations because they enable Project Connect to go directly into local communities rather than holding open houses in a central location. The ambassador program would involve designating interested community members to represent Project Connect in meetings with other community members who represent neighborhood groups or other community organizations. The ambassadors would be regularly briefed on the status of Project Connect and would be "authorized" to speak for the project and to gather public input. The

speakers bureau and "meeting in a box "are based on the same concept, which involves getting community members directly involved in speaking with their communities on behalf of CMTA.

6. Add-on events – will be used to engage a specific group as a part of that group's regularly scheduled group's event (e.g., HOA meetings, regular civic organization or advocacy group meetings and engagement of the CMTA Advisory committees (CSAC & ACCESS)

7. Other communication channels for public information and education include the following
    - Word of mouth
    - News stories/earned media
    - Press releases
    - Press conferences
    - TV/Radio (including live streaming through community access TV)
    - Partner newsletters
    - Articles in neighborhood newsletters & list serves
    - Council district newsletters
    - Chamber of commerce publications
    - Direct mail
    - Block walking/door hangers
    - Phone banking
    - Community calendars
    - CMTA email list blast
    - CMTA Rider Alert
    - CMTA accessible organizations email list
    - CMTA passenger notices aboard vehicles
    - CMTA fixed route services message center
    - CMTA email to all internal employees
    - CMTA BOD email update
    - CMTA MetroMinute email
    - CMTA signage at transit stops
    - CMTA sandwich boards at facilities
    - CMTA signage at transit store

7.0 Public and Stakeholder Involvement Timeline and Milestones



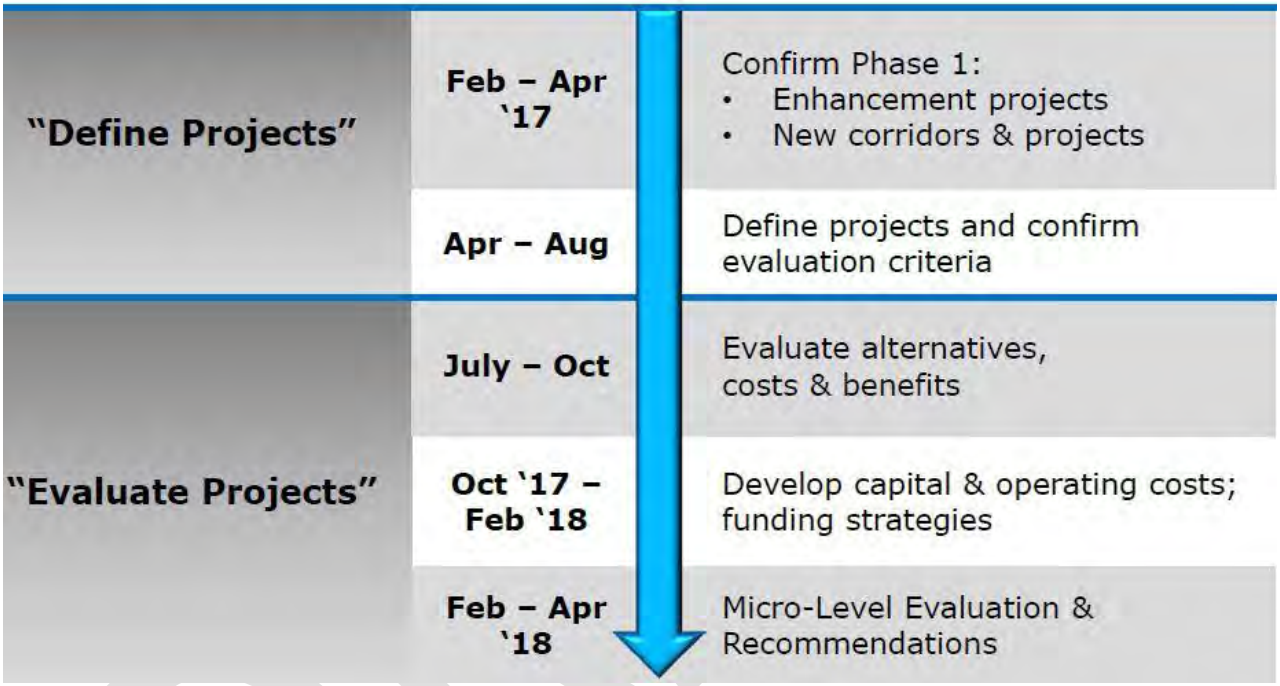
- *04/01/2016-07/31/2016*
    1. Soft launch begins with agency briefings (cooperating and participating agencies)
    2. Focus groups (2) with additional stakeholders and community members are held
    3. Website planning begins
    4. Social media strategy plan development begins
    5. Monthly CMTA BOD briefings on Project Connect beginning with PSIP outline/upcoming activities begins
    6. Planning begins for creation of stakeholder committees

- *08/1/2016 – 12/31/2016*
    7. Soft launch activities continue
    8. Key public involvement message development and refinement; project name/brand creation
    9. Initial PSIP finalized
    10. PI material development (including collateral, initial video and blog postings)
    11. CMTA Senior Executive Team and BOD briefing on status of soft launch continue
    12. Stakeholder committee formed and first meetings held
    13. Website launches (initial blog posts, social media communications to raise awareness and excitement about launch, and encourage engagement)
    14. Drop-in sessions held for transit advocacy groups
    15. Outreach to traditionally underserved populations planned
    16. Mobile information activities launched
    17. Media relations plan developed and implemented with media drop-in session

- *01/01/2017 – 03/31/2017*
    18. Public launch officially takes place with public workshop

19. Outreach continues with meetings with existing neighborhood HOAs and other organizations
20. Outreach to traditionally under-served populations continues
21. Website activity continues (MetroQuest (or similar online engagement tool) survey; blog posts, webinar, second video, social media communications)
22. Second meetings of the stakeholder committees held
23. CMTA Senior Executive Team and BOD briefing on results of soft launch and follow-up engagement
24. PSIP reviewed and adjusted as needed

Phase 2: EVALUATE



- *02/01/2017- 04/30/2018*
    25. Follow-up meetings with existing neighborhood HOAs and other organizations held as needed
    26. Outreach to traditionally under-served populations continues
    27. Website activity continues (blog posts, webinar, live streaming of public events [as warranted],social media communications)
    28. Digital media continues to be used to gather additional input on projects and evaluation criteria
    29. Meetings of the stakeholder committee continue
    30. CMTA Senior Executive Team and BOD briefings continue
    31. Website activity continues (blog posts, second video to explain results of Phase 1, social media communications)
    32. Media relations as needed to continue awareness raising
    33. PSIP reviewed and modified as needed

Phase 3: SELECT

- *05/01/2017- 12/31/2018*
    34. Follow-up meetings with existing neighborhood HOAs and other organizations
    35. Outreach to traditionally under-served populations continues
    36. Website activity continues (blog posts, webinar, video, live streaming of public events [as warranted],social media communications)
    37. Digital media outreach continues (Use of online survey (MetroQuest) to gather input on locally preferred alternative(s)
    38. Meetings of the stakeholder committees continue
    39. CMTA Senior Executive Team and BOD briefings continue
    40. Media relations continue as needed to continue awareness raising
    41. Website activity continues (blog posts, third video on local alternative(s), social media communications)
    42. Final PSIP summary report prepared

8.0 Project Team Organization

Day-to-Day Project Team Leads:

- Capital Metro:
  - Javier Argüello , Project Manager
  - Joe Clemens, Deputy Project Manager
  - Dan Dawson, Marketing Communications Manager
  - Jackie Nirenberg, Community Involvement Lead
  - Jessica McHarg, Marketing Communications Lead
- AECOM Team:
  - Dan Meyers, Project Manager
  - Jimi Mitchell, Deputy Project Manager
  - Nancy Gates, Public Involvement
  - Diane Miller, Civic Collaboration, Public Involvement
  - Sebastian Puente, Cultural Strategies, Public Involvement

List of Agency and Community Briefings

List of Agency and Community Briefings

Participating Agency Briefings

Participating Agency	Agency Representative	Date
Travis County	Judge Sarah Eckhardt	7/22/16
Hays County	Judge Bert Cobb	8/3/16
Williamson County	Judge Dan Gattis/Commissioner Cynthia Long	7/28/16
Bastrop County	Judge Paul Pape	8/1/16
City of Austin	John-Michael Cortez (Mayor's office)	8/4/16
City of Round Rock	Mayor Alan McGraw	8/9/16
City of Georgetown	Mayor Dale Ross	8/16/16
City of Hutto	Mayor Debbie Holland	8/18/16
City of Cedar Park	Mayor Matt Powell	8/8/16
City of Leander	Mayor Christopher Fielder	8/15/16
State Legislature	State Sen. Kirk Watson	7/20/176
State Legislature	State Rep. Celia Israel	7/26/16
CARTS	General Mgr. Dave Marsh	8/4/16

Cooperating Agency Briefings

Cooperating Agency	Agency Representative	Date
CAMPO	Ashby Johnson	6/3/16
Lone Star Rail District	Joe Black	6/2/16
City of Austin Transportation	Robert Goode/Robert Spillar	7/28/16
TxDOT	Diana Vargas	6/20/16

Community Focus Group

Date: 7/21/16	
Organization	**Representative**
Evolve Austin	Frank Harren
Community Advancement Network	Mary Dodd
WalkAustin	Angela Richter
Austinites for Urban Rail Action	John Laycock
Austin Neighborhoods Council	Mary Ingle
Dadnab, Downtown Austin Neighborhood Association, Friends of Austin Neighborhoods	Roger Cauvin
Bike Austin	Miller Nuttle
Austin Creative Alliance	Erin Crespo
Alliance for Public Transit	Lauren Cresswell
Central Austin Community Development Corporation	Steven Knapp
National Alliance on Mental Illness	Eric Kunish
Austin Neighborhoods Council/Capital Metro Customer Satisfaction Advisory Committee	Betsy Greenberg
Bicycle Advisory Council	Sophia Benner
Congress for the New Urbanism	Leah Bojo
Capital Metro Access Advisory Group	Chris Prentice
ADAPT	Albert “Sparky” Metz

Municipal/Organizational Focus Group

Date: 7/21/16	
Organization	**Representative**
Real Estate Council of Austin	Ward Tisdale
Austin Police Department	Patrick Oborski
Women’s Transportation Seminar	Odette Tan
Austin B-Cycle	Elliott McFadden

Date: 7/21/16	
Organization	**Representative**
Greater Austin Contractors & Engineers Association	Michele Yule
Downtown Austin Alliance/Movability Austin	Molly Alexander
US Hispanic Contractors Association	Juan Oyervides

Community Outreach Presentations

Organization	Date
South Lamar Neighborhood Association	10/20/16
Austin Neighborhood Council	10/26/16
Brentwood Neighborhood Association	11/2/16
Hyde Park Neighborhood Association	11/7/16
Austin Neighborhood Council – East Sector	11/8/16
Black Chamber of Commerce	11/9/16
Friends of Hyde Park/Friends of Austin Neighborhoods	11/15/16
Hancock Neighborhood Association	11/16/16
North Austin Civic Association	11/17/16
La Raza Roundtable	11/19/16
City of Austin Code Next Citizen Advisory Group	11/28/16
Old West Austin Neighborhood Association	12/5/16
South River City Citizens Neighborhood Association	12/5/16
Dawson Neighborhood Association	12/12/16
Blackshear/Prospect Hill Neighborhood Association	12/15/16

Attendee List

First Name	Last Name	Title	Organization	Attended 10/17/16 Meeting
Peter	Baird	Chair	Pedestrian Advisory Council	Yes
Mateo	Barnstone	Managing Director	Congress for the New Urbanism Central Texas Chapter	Yes
Jeb	Boyt	Board Member	Alliance for Public Transportation	No
Bill	Bunch	Executive Director	Save Our Springs Alliance	No
Casey	Burack	Young Leader	Urban Land Institute - Austin District	Yes
Thomas	Butler	Program Manager, Movability Austin	Downtown Austin Alliance	Yes
Andy	Cantu	Director, Regional Mobility	Greater Austin Chamber of Commerce	Yes
Roger	Cauvin	Board Member	Downtown Austin Neighborhood Association	Yes
Mandy	DeMayo	Executive Director	HousingWorks	Yes
David	Flores	Contact Team Chair	North Lamar/Georgian Acres Aeighborhoods	Yes
Cid	Galindo	President	Evolve Austin	No
Gopal	Guthikonda	President	Network of Asian American Organizations	No
Alysha	Haggerton	President	Friends of Austin Neighborhoods	Yes
Tam	Hawkins	President and CEO	Greater Austin Black Chamber of Commerce	Yes
Ronda	Rutledge	Vice Chair	One Voice Central Texas	Yes
Mary	Ingle	President	Austin Neighborhoods Council	Yes
Barbara	Johnson	Executive Director	Austin Area Research Organization	No
Dick	Kallerman	Transportation Issue Coordinator	Austin Sierra Club	Yes
Steven	Knapp	Director	Central Austin Community Development Corporation	Yes
Jessica	Lemann	Associate State Director of Outreach & Advocacy	AARP Texas State Office - Austin	No
Mark	Madrid	President & CEO	Greater Austin Hispanic Chamber of Commerce	No
William	McDaniel	President & CEO	Austin Area Urban League	No
Jennifer	McPhail	Austin Organizer	ADAPT of Texas	No
Chris	Prentice	Chairman	Capital Metro Access Advisory Group	Yes
Karen	Ranus	Executive Director	National Alliance on Mental Illness	No
Jane	Rivera	Representative	ANC East & La Raza Roundtable	No
Susan	Somers	Board Member	AURA	Yes
Tom	Thayer	Chair	Bicycle Advisory Council	Yes
Ward	Tisdale	President	The Real Estate Council of Austin, Inc.	Yes
Patricia	Young Brown	President & CEO	Central Health	No

Agenda

Project Connect Community Advisory Committee (CAC)
Meeting

Monday, October 17, 2016 - 5:30 - 8 pm

Sustainable Food Center, 2921 E. 17th St. Bldg. C, Austin

Meeting Objectives:

- **Gain agreement** to CAC Operating Guidelines
- **Educate** on PC history, lessons learned, project approach and schedule and relationship to other relevant transportation efforts
- **Educate and gather initial feedback** on draft Purpose and Need, Goals and Objectives
- **Educate and gather initial feedback** on draft Phase 1 Evaluation Criteria
- **Educate and gather initial feedback** on draft Enhancement Projects and Investment Corridors
- **Educate and gather initial feedback** on public involvement approach and schedule

Agenda

1. Introductions and Discussion of CAC Operating Guidelines
2. Project Overview
3. Purpose and Need, Goals and Objectives – Group Discussion
4. Draft Phase 1 Evaluation Criteria – Group Discussion
5. Draft Transit Enhancement Projects and Investment Corridors – Group Discussion
6. Public Involvement Approach

Request for Feedback

Project Connect Community Advisory Committee (CAC)
Request for Feedback

Dear CAC Members:

Thank you for your attendance and initial feedback at our first CAC meeting on October 17. Please use this form to provide any additional feedback on the four topic areas discussed at the meeting. As announced during the meeting, our project team is available for a follow-up briefing with you and your colleagues if you would like a more in-depth conversation about these topic areas.

1. Draft Purpose and Need
2. Draft Goals and Objectives
3. Draft Phase 1 Evaluation Criteria
4. Draft Enhancement Projects and Investment Corridors

Please provide your comments in the form below and return this document via email to **jackie.nirenberg@capmetro.org by 11/18/16**. Thank you!

About Project Connect:
Project Connect is Central Texas' regionally adopted High-Capacity Transit Plan, which is designed to create a system of high-capacity transit options that will connect people, places and opportunities in an affordable, efficient and sustainable way. Transit that travels the entire trip, or a portion of trip, on a dedicated lane or guideway is considered high-capacity transit.

In the next two years, Project Connect will be identifying and evaluating potential high-capacity transit projects. Capital Metro will work with local agencies, stakeholders and the public to refine Project Connect and prioritize high-capacity transit solutions for design and construction. The purpose of Project Connect is to enhance existing high-capacity transit services and to select new high-capacity transit investment corridors that will help improve travel into, out of, and around central Austin.

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1. Draft Purpose and Need

The *PURPOSE* of Project Connect is to enhance existing services and prioritize investments in new high-capacity transit solutions that will help improve travel into, out of, and around central Austin. The regional transit *NEEDS* addressed by Project Connect are:

- Explosive growth
- Limited ability to build more roads
- Issues of affordability / cost of living
- Incomplete transit system

(See draft Purpose and Need document for more details)

Q1. What other *NEEDS* do you think should be considered by Project Connect?
Answer here:

2. Draft Goals and Objectives

The *GOALS* and *OBJECTIVES* of Project Connect define desired overall outcomes and specific ways to accomplish those outcomes. *GOALS* of Project Connect are to:

- Improve Customer Experience
- Improve Reliability
- Promote Sustainability
- Incorporate Land Use and Policy Tools to Support High-Capacity Transit
- Develop Solutions for Implementation & Continued Operations

(See draft Goals and Objectives document for more details)

Q2. What other *GOALS* do you think should be considered by Project Connect?
Answer here:

3. Draft Phase 1 Evaluation Criteria

The *EVALUATION CRITERIA* are quantitative and qualitative measures that help us determine whether potential Enhancement Projects or Investment Corridors meet the stated goals.

(See draft Phase 1 Evaluation Criteria document for more details)

Q3. Do the *EVALUATION CRITERIA* reflect what is most important when selecting potential Enhancement Projects or Investment Corridors? If not, what would you add or amend?
Answer here:

4. Draft Enhancement Projects and Investment Corridors

4a. ENHANCEMENT PROJECTS represent improvements to *existing* high-capacity transit services (such as MetroRail, MetroRapid and MetroExpress) that have a short implementation period and have the potential to be locally funded.

4b. INVESTMENT CORRIDORS are roadway or railroad corridors that can support high-capacity transit but require alternative and/or Federal funding and longer lead times for design and construction. Project Connect has identified corridors studied for high-capacity transit *under previous local planning efforts.*

(See draft Enhancement Projects and Investment Corridors documents for more details)

Q4a. Do you have additional ideas to *ENHANCE* existing high-capacity transit?
Answer here:

Q4b. Do you have additional recommendations for new high-capacity transit *INVESTMENT corridors*?
Answer here:

Meeting Summary—10/17

Project Connect Community Advisory Committee (CAC)

Monday, October 17, 2016 - 5:30 - 8 pm

Sustainable Food Center, 2921 E. 17th St. Bldg. C, Austin

Meeting Summary

Community Advisory Committee Members in Attendance:

- Peter Baird, Pedestrian Advisory Council
- Mateo Barnstone, Congress for the New Urbanism Central Texas Chapter
- Casey Burack, Urban Land Institute - Austin District
- Thomas Butler, Downtown Austin Alliance
- Andy Cantu, Greater Austin Chamber of Commerce
- Roger Cauven, Downtown Austin Neighborhood Association
- Mandy DeMayo, Housing Works
- David Flores, North Lamar/Georgian Acres Neighborhoods
- Alysha Haggerton, Friends of Austin Neighborhoods
- Frank Harren, Evolve Austin
- Tam Hawkins, Greater Austin Black Chamber of Commerce
- Ann Howard, One Voice Central Texas
- Dick Kallerman, Austin Sierra Club
- Steven Knapp, Central Austin Community Development Corporation
- Chris Prentice, Capital Metro Access Advisory Group
- Susanne Sommers, AURA
- Tom Thayer, Bicycle Advisory Committee
- Ward Tisdale, The Real Estate Council of Austin, Inc.
- Mike Valescue, Austin Neighborhoods Council

Project Connect Team Members in Attendance:

- Javier Arguello, Capital Metro
- Joe Clemens, Capital Metro
- Jackie Nirenberg, Capital Metro
- Jacob Calhoun, Capital Metro
- Eric Bustos, Capital Metro
- Nancy Gates, AECOM
- Andrew Ittigson, AECOM
- Dan Meyers, AECOM
- Jimi Mitchell, AECOM

Meeting Facilitator in Attendance:

- Diane Miller, Civic Collaboration

Also in Attendance:

- Annick Beaudet, City of Austin Transportation Department

Meeting Content & Discussion:

1. Introductions and Discussion of CAC Operating Guidelines

Following group introductions and a recap of the meeting agenda, Diane Miller reminded the group of the CAC Operating Guidelines sent in advance of the meeting. Diane reviewed the purpose of the CAC, which is to provide input and feedback to the CMTA project team on the project purpose and need, identification of potential new projects and enhancements to existing high-capacity transit projects, evaluation criteria, funding/financing alternatives, and selection of priority projects. The CAC will also provide feedback on the public involvement plan, encourage involvement of the community, and consider the community's input in their discussions.

Diane also reviewed the collaborative decision-making approach the CAC will use to reach consensus on issues, and proposed discussion guidelines to foster productive meetings. The group agreed to the following discussion guidelines:

- Respect differences and consider the value of all ideas
- Speak one at a time
- Be concise and help everyone participate
- Listen carefully and speak honestly
- Seek common ground
- Give the group your full attention
- Respect start and finish times.

2. Project Overview

Javier Arguello, Capital Metro's project manager, provided an overview of Project Connect, which is Central Texas' regionally adopted high-capacity transit plan. High-capacity transit includes these features:

- Dedicated ROW, with traffic signal priority when running in mixed traffic
- High frequency (<15 min, or better) and extended service hours
- Significant, ADA compliant stations
- Use of passenger information and fare collection technologies.

In the next two years, Capital Metro will work with local agencies, stakeholders and the public to refine Project Connect and identify high-capacity transit solutions that will help improve travel into, out of and around Central Austin. The purpose of Project Connect is to enhance existing high-capacity transit services and to select new high-capacity transit investment corridors. This will be done in three phases; Phase 1: Big Ideas, Bold Starts *(*selection of high-capacity enhancements/new services); Phase 2: Real Solutions for Real Problems *(*detailed analysis and technical evaluation of solutions and strategies); and Phase 3) Path to Implementation (project development and Locally Preferred Alternative selection). This effort will build on CMTA's five-year service plan update, Connections 2025.

Annick Beaudet shared information about the Austin Strategic Mobility Plan (ASMP) being done by the City of Austin Transportation Department, which will update the 1995 Austin Metropolitan Area Transportation Plan and amend Imagine Austin by ordinance. This plan will identify ways to improve efficiencies in the transportation network, manage demand, incorporate technology advances and strategically add capacity. It will be an integrated approach to planning for all modes, including transit, with the aim of addressing quality of life needs and supporting the Imagine Austin growth scenario. The City of Austin and Project Connect will be coordinating how best to engage advisory committee members in an advisory role on the ASMP effort.

3. Draft Purpose and Need, Goals and Objectives

Dan Meyers provided an overview of the project's purpose and need, as well as the goals and objectives. The PURPOSE of Project Connect is to enhance existing services and prioritize investments in new high-capacity transit solutions. The regional transit NEEDS addressed by Project Connect are:

- Explosive growth
- Limited ability to build more roads
- Issues of affordability/cost of living
- Incomplete transit system

A CAC member asked whether or not this effort could project affordability needs. The CAC discussed the question "**What other needs should be addressed by Project Connect?**" and provided the following input:

- Along with cost of home purchases, the team should address the rising cost to renters
- Project Connect should identify Transit Oriented Development opportunities
- Consider creating great places for people
- Link to land use
- Projects should not sacrifice transit accessibility for dependent populations in lieu of serving "choice riders"
- Consider connection to include other regions (outside 5 county MSA)
- Improve capacity
- Ensure that Project Connect considers Imagine Austin compact (anti-sprawl) policy

Dan then reviewed the Project Connect goals and objectives and advised that a detailed document on goals and objectives will be shared with the group. The project GOALS include:

- Improve Customer Experience
- Improve Reliability
- Promote Sustainability
- Incorporate Land Use & Policy Tools to Support High-Capacity Transit
- Develop Solutions for Implementation & Continued Operations

The CAC discussed the question **"What other goals should be added to or addressed by Project Connect?"** and provided the following input:

- Improving connectivity to transit (sidewalks)
- Increasing ridership
- Consider MetroAccess and implications (don't "knock" anyone off)
- Consider things as a system
- Potential of economic development associated with transit
- Consider reciprocal relationship between transit and economic development
- Consider where low-income folks live
- Understand cultural, technological and political shifts
- Transform the character of streets
- Be aware of economic impact on some
- Consider health and wellness

4. Draft Phase 1 Evaluation Criteria

Dan Meyers stated that the team has done an extensive review of local planning efforts and previous transportation studies in order to develop initial lists of potential high-capacity transit enhancements and investment corridors. The **study area** includes the 5-County MSA (Bastrop, Caldwell, Hays, Travis, Williamson) and looks at regional travel flows into/out of Austin. The **focus area** is Central Austin (SH71/US290, US183, and MoPac) and Austin's central business district (CBD) is the core area with the greatest density of the region's activity centers.

The project's objectives serve to establish measures and criteria to evaluate whether potential enhancement projects or investment corridors meet the stated goals. Evaluation criteria are both quantitative (i.e., existing/projected ridership, number of activity centers served) and qualitative (i.e., operational efficiency, passenger information & convenience). CAC members were asked to provide the Project Connect team comments on draft phase 1 evaluation criteria by November 18th.

5. Draft Transit Enhancement Projects and Investment Corridors

Jimi Mitchell provided a review of draft transit **Enhancement Projects.** These are projects with a **s**hort implementation period and the potential to be locally funded whose purpose is to improve existing high-capacity transit services. The five categories to which Enhancement Projects could be applied are:

- MetroRail
- MetroRapid
- MetroExpress
- Downtown Entryways
- Mobility Hubs

There are several different types of Enhancement Projects:

- **Service Projects** - Modified hours of service, frequency, or transit network operations
- **Infrastructure Projects** - Intersection improvements, station upgrades, station or vehicle capacity increases
- **Technology Projects** - Advanced trip planning and fare collection, Intelligent signals/transit signal priority.

Jimi provided details about the types of potential enhancement projects that have been identified thus far.

Jacob Calhoun presented information regarding **Investment Corridors**, which are roadway or railroad corridors that can support high-capacity transit and may requiring alternative and/or Federal funding. The team has identified corridors studied for high-capacity transit under previous local planning efforts and is seeking feedback on other possible corridors. The three types of corridors are:

- **Commuter Corridors** - Serving regional trips from suburban *Study Area* into Central Austin *Focus Area*
- **Connecter Corridors** - Major arterials and travel corridors providing access to, from & through the Focus Area and serving Central Austin activity centers
- **Circulator Corridors** - Serving the densest activity centers of Central Austin and CBD and providing last-mile connections

Jacob provided details about the types of potential investment corridors that have been identified thus far, all of which were studied in previous plans. The Airport line, Corridor #23, was used as an example of a corridor for which the final alignment has not been determined, and for which the line on the map illustrates the alignment previously studied. CAC members were asked to review the draft information provided and provide any additional ideas they have for enhancing existing high-capacity transit or investing in new high-capacity transit to the Project Connect team by November 18th.

6. Public Involvement Approach

Nancy Gates provided an overview of the public involvement approach and timeline. The first phase of "listen and inform" runs from May 2016 to January 2017 and has involved stakeholder and agency briefings, focus groups, and the creation of the Technical and Community Advisory Committees. Over the next few months, the project team will be doing community engagement with neighborhood and other groups using a mobile information center to "go to them" and participate in their meetings. There will also be drop-in meetings hosted by Capital Metro, digital outreach and engagement with the media. The project website is www.projectconnect.com and it will be updated with additional information soon. In early 2017, there will be a public workshop to get public and stakeholder feedback on the project purpose, goals and objectives and draft corridors and enhancement projects.

Nancy asked for feedback from the group on the public engagement process and received the following input:

- Pay attention to transportation bond conversation
- Create a clear diagram of how all these transportation and land use planning efforts fit together
- Be very clear about purpose of involvement and help foster credibility
- Reach out to Austin Housing Coalition
- This effort will be more challenging because of keeping the Project Connect name

Nancy asked the group to complete the comment sheet and advise if they would like the Project Connect team to make a presentation to their organization or if there were any suggested community meetings or events where we might take the mobile information center.

7. Next Steps

- The Project Team will distribute the full list of CAC/TAC membership as well as feedback received to both committees.
- The Project Connect Team will provide the CAC a meeting summary, the Purpose and Need Document, the list of potential Investment Corridors and a feedback form where they can provide specific feedback on the Purpose & Need, Goals and Objectives, Evaluation Criteria, and Enhancement Projects and Investment Corridors. The comments from the CAC are due back to Capital Metro by November 18 and will be summarized at the next meeting.
- The next TAC meeting is anticipated to occur in January and the Project Connect Team will be back in touch soon with a proposed next meeting date and agenda.

PowerPoint Slides

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Project Connect

New Transit Solutions for a Greater Austin

Community Advisory Committee (CAC)

METRO

October 17, 2016

1

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Introductions and CAC Operating Guidelines

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Agenda

1. Introductions and CAC Operating Guidelines
2. Project Overview
3. Purpose and Need, Goals and Objectives – Group Discussion
4. Draft Phase 1 Evaluation Criteria – Group Discussion
5. Draft Transit Enhancement Projects and Investment Corridors – Group Discussion
6. Public Involvement Approach

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Meeting Objectives

- Gain agreement to CAC Operating Guidelines
- Educate on PC history, lessons learned, project approach and schedule, and relationship to other relevant transportation efforts
- Educate and gather initial feedback on draft Purpose and Need, Goals and Objectives
- Educate and gather initial feedback on draft Phase 1 Evaluation Criteria
- Educate and gather initial feedback on draft Enhancement Projects and Investment Corridors
- Educate and gather initial feedback on public involvement approach and schedule

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Project Overview

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What is Project Connect?

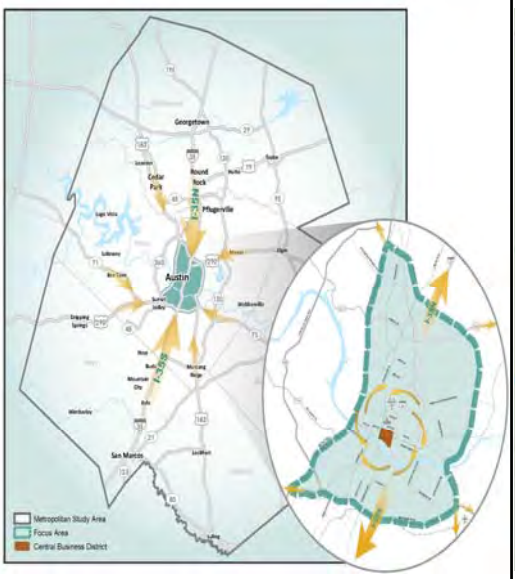
- Central TX regionally adopted High-Capacity Transit Plan (2012)

What are We Doing?

- Refine Project Connect Plan

Why?

- Select new transit solutions for access into, out of, & within central Austin



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What is High-Capacity Transit?

Transit that includes these features:

- Dedicated ROW, with traffic signal priority when running in mixed traffic
- High frequency (<15 min, or better) and extended service hours
- Significant, ADA compliant stations
- Use of passenger information and fare collection technologies

Kansas City's Modern Streetcar

Cleveland's HealthLine BRT

Minneapolis' BRT on I-35 W

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Phased Approach to Project Development

Phase 1
Big Ideas, Bold Starts
(6-9 mo.)

- **SELECTION**
- Tier 1 **Feasibility Analysis**
- Where are high-capacity enhancements / new services needed?
- Which projects are most critical / make the most sense?

Phase 2
Real Solutions for Real Problems
(14-18 mo.)

- **DETAIL ANALYSIS**
- Tier 2 **Technical Evaluation**
- What is the best system of solutions?
- What is the most effective strategy for implementation?

Phase 3
Path to Implementation
(4-6 mo.)

- **PROJECT DEVELOPMENT**
- Locally Preferred Alternative **(LPA) Selection**
- Advanced planning / PE / NEPA (if necessary)
- FTA Project Development Application -- local funding and policy adoption

Public Involvement

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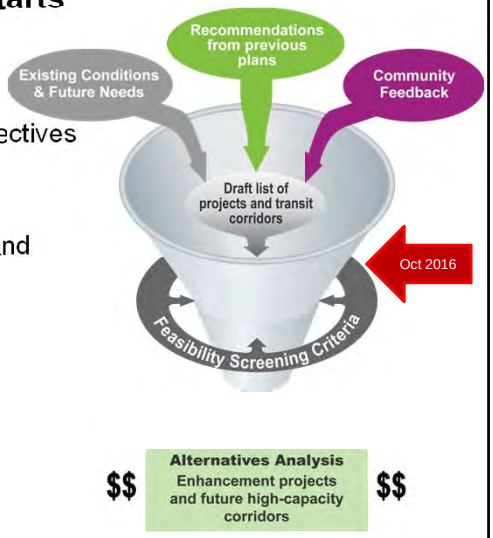
Phase 1 – Big Ideas, Bold Starts

Feasibility Screening Process

- Draft Purpose & Need, Goals & Objectives
- Review Previous Plans
- Draft Lists of Investment Corridors and Enhancement Projects
  - vetted with public and stakeholders
- Draft Tier 1 Screening Criteria
  - vetted with public and stakeholders
- CMTA Financial Capacity Analysis



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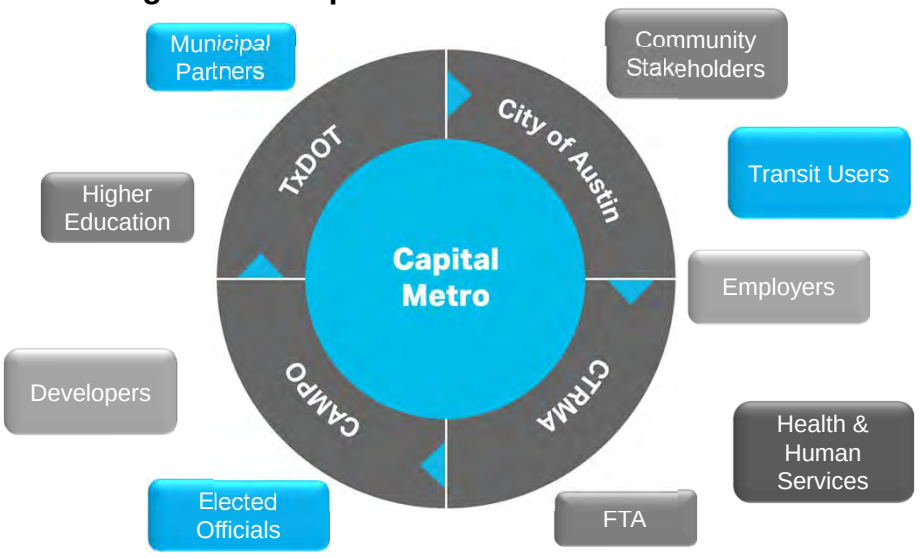
Building Partnerships for Transit Solutions



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Austin Strategic Mobility Plan (ASMP)

- What is it?
  - Updates 1995 Austin Metropolitan Area Transportation Plan
  - Amends Imagine Austin by ordinance
- Why is it important?
  - Implement Imagine Austin – expand vision into actionable mobility-related goals and objectives
  - Identify ways to improve efficiencies in our network, manage demand, and strategically add capacity
  - Integrated approach to planning for all modes – including transit
  - To address quality of life needs
  - Incorporate technology advances are shaping 21st century mobility networks

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ASMP Coordination

- What will be the outcomes?
  - A preferred scenario supported by relevant recommended programs, policies, and projects
  - A mobility plan that supports the Imagine Austin growth scenario
  - Performance metrics to measure progress
- The City of Austin will reach out to Project Connect advisory committee members to ask for participation on ASMP Mobility Advisory Committee (MAC)
- The ASMP MAC will have additional members as suggested by City Council and/or City Staff

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Purpose & Need, Goals & Objectives

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Project Connect Purpose & Need

The **PURPOSE** of Project Connect is to **Enhance** existing services and prioritize **Investments** in new high-capacity transit solutions.

The regional transit **NEEDS** addressed by Project Connect are:

- Explosive growth

Purpose & Need

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14

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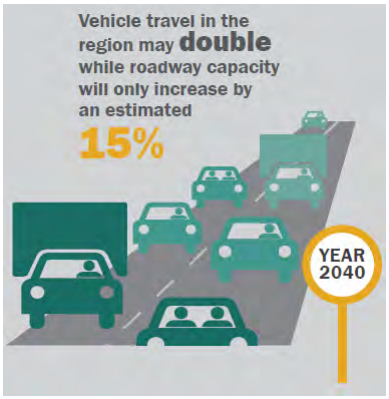
Project Connect Purpose & Need

The **PURPOSE** of Project Connect is to **Enhance** existing services and prioritize **Investments** in new high-capacity transit solutions.

The regional transit **NEEDS** addressed by Project Connect are:

- Explosive growth
- Limited ability to build more roads



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Project Connect Purpose & Need

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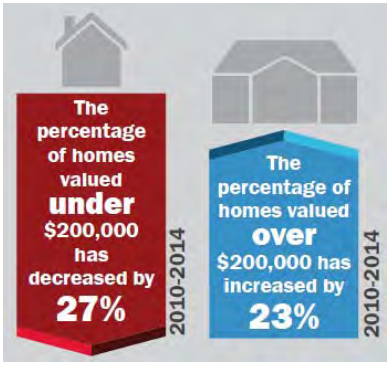
The regional transit **NEEDS** addressed by Project Connect are:

- Explosive growth
- Limited ability to build more roads
- Issues of affordability / cost of living



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Project Connect Purpose & Need

The **PURPOSE** of Project Connect is to **Enhance** existing services and prioritize **Investments** in new high-capacity transit solutions.

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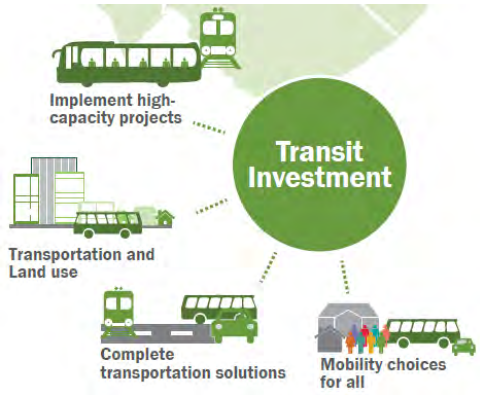
- Issues of affordability / cost of living
- Incomplete transit system



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Project Connect Needs

The regional transit **NEEDS** addressed by Project Connect are:

- Explosive growth
- Limited ability to build more roads
- Issues of affordability
- Incomplete transit system

What other needs should be addressed by Project Connect?

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Project Connect Goals

Goals:

- **Improve Customer Experience**
- **Improve Reliability**
- **Promote Sustainability**
- **Incorporate Land Use & Policy Tools to Support High-Capacity Transit**
- **Develop Solutions for Implementation & Continued Operations**

What other goals should be addressed by Project Connect?

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Review of Local Planning Efforts

Previous Transportation Studies → High-Capacity Transit Recommendations

Project Connect → Enhancement Projects; Investment Corridors

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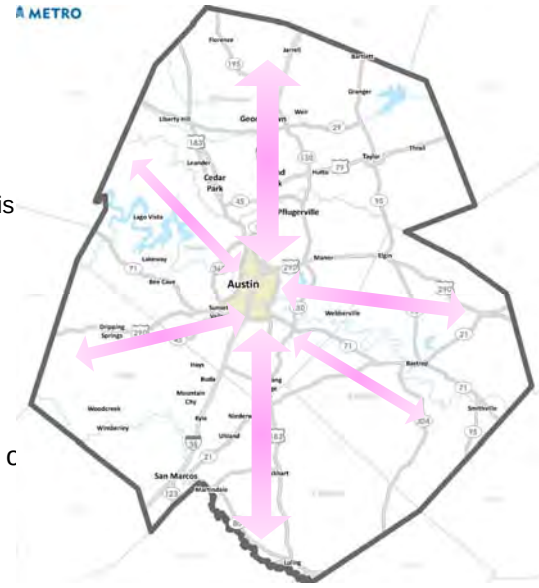
Study Area

- 5-County MSA
  - Bastrop, Caldwell, Hays, Travis Williamson
- Emerging cities experiencing rapid growth
- Regional travel flows into/out c Austin



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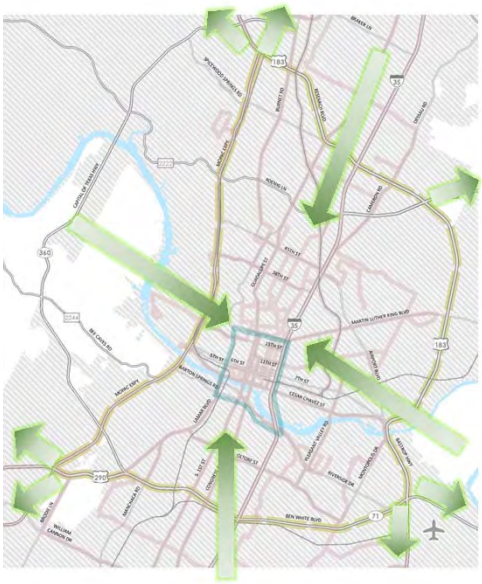
Focus Area

- Central Austin
  - SH 71 to US 183
  - MoPac to US 183
- Business, education, healthcare, entertainment and social service centers
- Travel flows from / to urban fringe and suburbs



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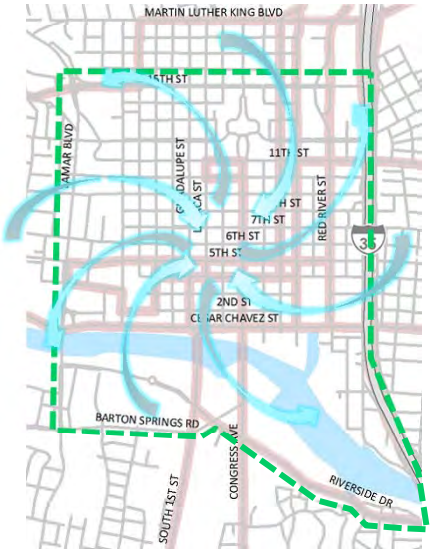
Central Business District (CBD)

- Highest development density
  - Lamar Blvd to I-35
  - Barton Springs Rd / Riverside Dr to 15th St
- High volume of short-distance trips
- Smart use of DT grid



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Developing Evaluation Criteria

- Objectives establish ***Measures*** and ***Criteria*** to evaluate whether potential Enhancement Projects or Investment Corridors meet the stated Goals.
  - Quantitative
    - Example: existing/projected ridership, number of activity centers served
  - Qualitative
    - Example: Operational efficiency, passenger information & convenience

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Sample Enhancement Project Evaluation

Project Goal	Criterion	What are we measuring?
Reliability	Does it improve travel time and on-time performance?	Qualitative: Potential for travel time improvements
	Is it in a dedicated lane (fixed guideway)?	Quantitative: Presence of wide medians, shoulders or right-of-way preservation for transit
	Does it provide more frequent service?	Qualitative: High frequency service profile or planned consolidation of service along a corridor

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Draft Transit Enhancement Projects

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Enhancement Projects

What is an Enhancement Project?
- Short implementation period
- Has the potential to be locally funded

Purpose: improve existing high-capacity transit services.

- MetroRail
- MetroRapid
- MetroExpress
- Downtown Entryways
- Mobility Hubs

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Enhancement Project Types

Service Projects

- Modified hours of service, frequency, or transit network operations

Infrastructure Projects

- Intersection improvements, station upgrades, station or vehicle capacity increases

Technology Projects

- Advanced trip planning & fare collection
- Intelligent signals / transit signal priority

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Potential Enhancements

- MetroRail Red Line
  - Station upgrades, grade crossing and signal improvements, park-n-rides
- MetroRapid 801/803
  - Station upgrades, transit priority lanes, intersection improvements
- MetroExpress
  - Operating in N. Mopac Express Lanes
  - Park-n-ride, transit priority access, last mile connections

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Potential Enhancements

Downtown Entryways

- Transit priority treatments at:
  - East-west access across MoPac and IH 35
  - River crossings and primary N-S roadways connecting. Austin
- Support Connections 2025 high frequency network recommendations

Cesar Chavez St

Colorado River

Guadalupe St

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Potential Enhancements

Mobility Hubs

Locations serving existing high-capacity transit lines

Republic Square

- Park-n-Rides, Transit Centers
- Passenger collection, drop off and transfer locations
- Multimodal - ped, bike, auto transit

Long Beach, CA

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Draft Enhancement Projects

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Enhancement Projects – (small group review)

Focus Area (South)

Focus Area (North)

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Draft Enhancement Projects

Do you have additional projects to add to this list of ***Enhancement Projects?***

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Draft Transit Investment Corridors

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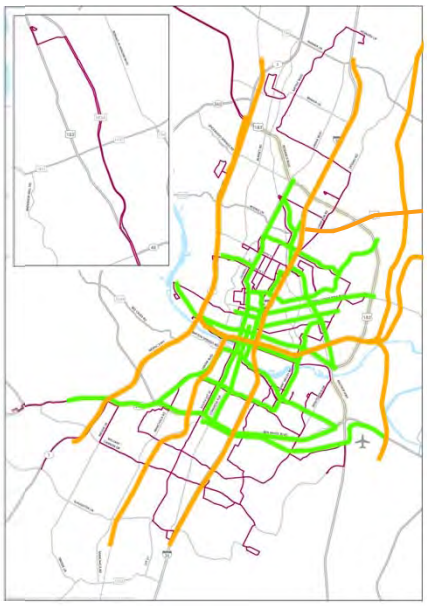
Investment Corridors

What is an Investment Corridor?

- Roadway or railroad corridor that can support high-capacity transit
- May requiring alternative and/or Federal funding

- **Purpose**: Identify corridors studied high-capacity transit under previous local planning efforts.
  - **Commuter Corridors**
  - **Connecter Corridors**
  - **Circulator Corridors**



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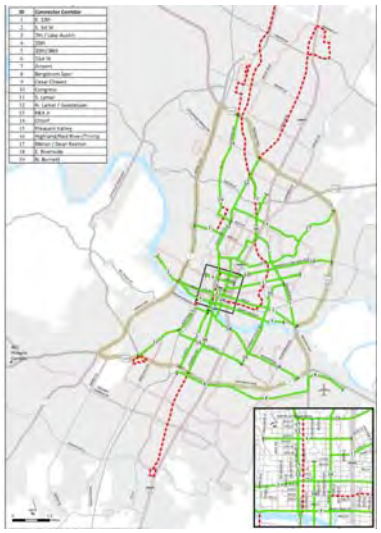
Potential Investment Corridors

Connecter Corridors

- Major arterials and travel corridors
- Provide access to, from & through the Focus Area
- Serving Central Austin activity centers



(all corridors considered mode neutral in Phase 1)

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Potential Investment Corridors

Commuter Corridors

- Serving regional trips from suburban *Study Area* into Central Austin *Focus Area*
- Capitalize on Express lanes within existing highways
- Dedicate transit ROW within priority roadways
- Develop CMTA rail assets for passenger service

(all corridors considered mode neutral in Phase 1)

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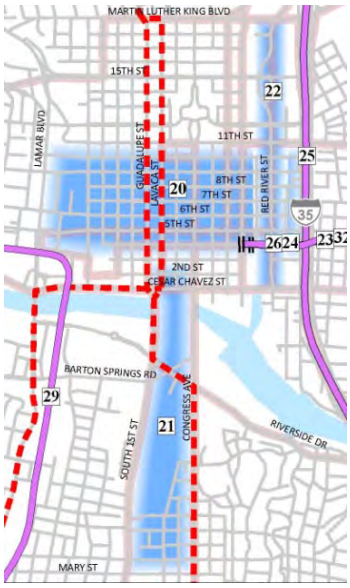
Potential Investment Corridor

Circulator Corridors

- Serving the densest activity centers of Central Austin and CBD
- Last-mile connections
- Distribution of Commuter and Connector corridor users



(all corridors considered mode neutral in Phase 1)

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Draft Investment Corridors

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Draft Investment Corridors

Do you have additional recommendations for new high-capacity transit ***Investments***?

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Public Involvement

METRO

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Phase 1: Public/Stakeholder Outreach Schedule