

# **Creating Ladders of Opportunity**

**Bridging the Economic Divide**

**Technology + Transportation**

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**CAN Board August 12, 2016**



# **1. THE NEED**

Help low-income people affordably travel to school, jobs, training, healthcare.

# **2. THE SMART CITY SOLUTION**

Pair technology with transportation to create Ladders of Opportunity.

# **3. THE ASK**

CAN and CAN Partners:  
Help us pilot and test new solutions.



# LADDERS OF OPPORTUNITY

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*— Work — Connect — Revitalize —*

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 *U.S. Department of Transportation*



***“At USDOT we are making opportunity and inclusion part of everything we do.”***

## **THE OPPORTUNITIES AGENDA**

*Use multimodal transportation investments/Infrastructure to ...*

**Revitalize:** Lift up neighborhoods and regions by attracting new opportunities, jobs, and housing.

**Connect:** Provide safe, reliable, and affordable connections to employment, education, healthcare, and services.

**Work:** Create jobs and help small and disadvantaged business.

# **1. The Need**

**Austin & Central Texas**

# Central Texas Equity Dialogue

## Transportation Links People to Opportunities



CENTRAL TEXAS REGIONAL SUMMIT

NOVEMBER 18, 2015

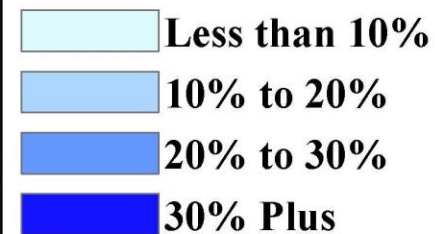


# **Central Texas Equity Dialogue 2015 Major Themes**

- **Connect people with transportation to housing, jobs and services**
- Connect Activity Centers regionally
- Address the racial divide, poverty, and inequities
- Connect education and business for regional workforce development and job opportunities.

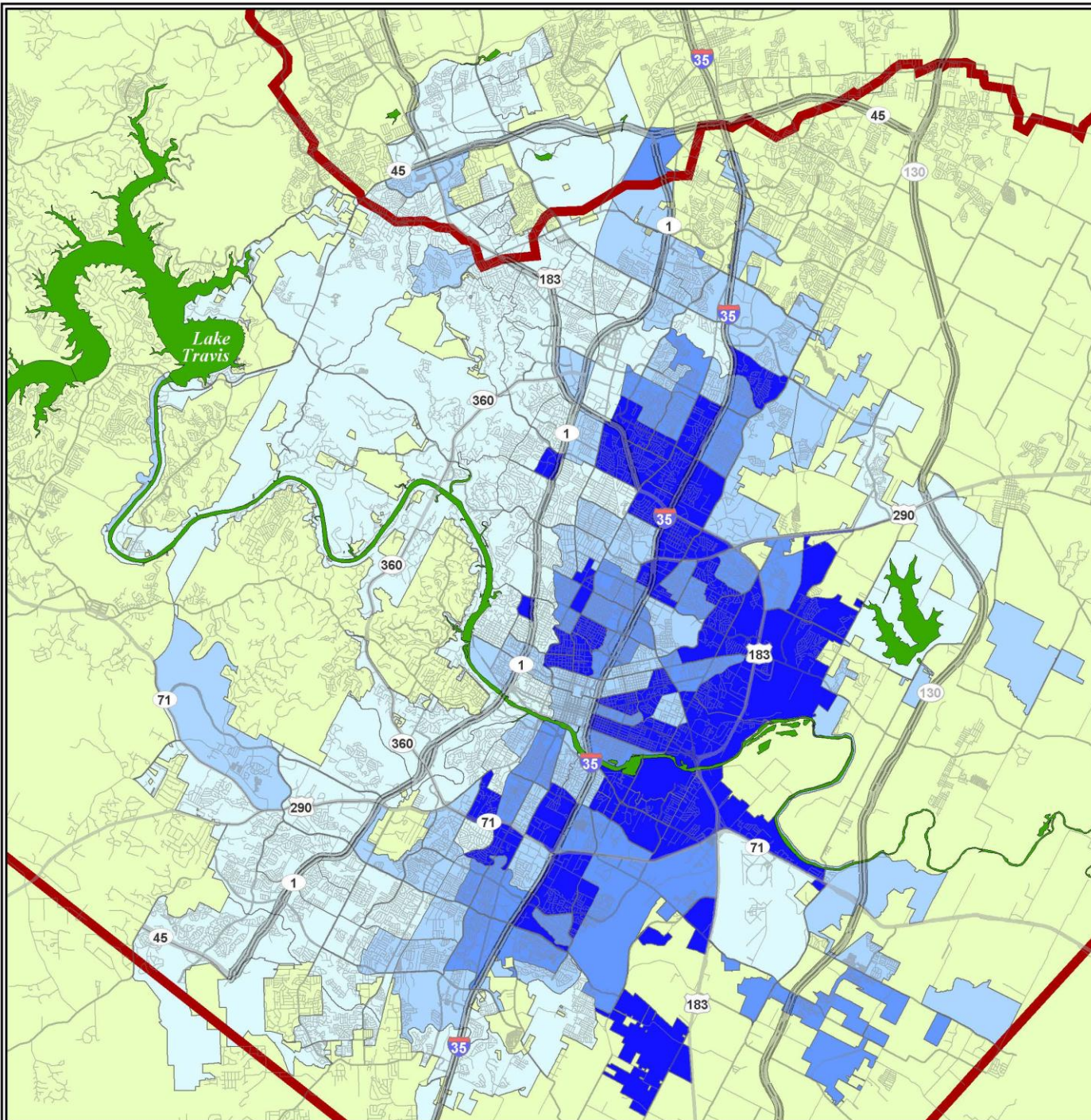
# City of Austin 2014 Data

## Poverty Rates by census tract



## Bridging The Economic Divide

Data source: American Community Survey,  
2010--14 5-year composite dataset,  
Table B17001, census tracts.  
US Census Bureau.

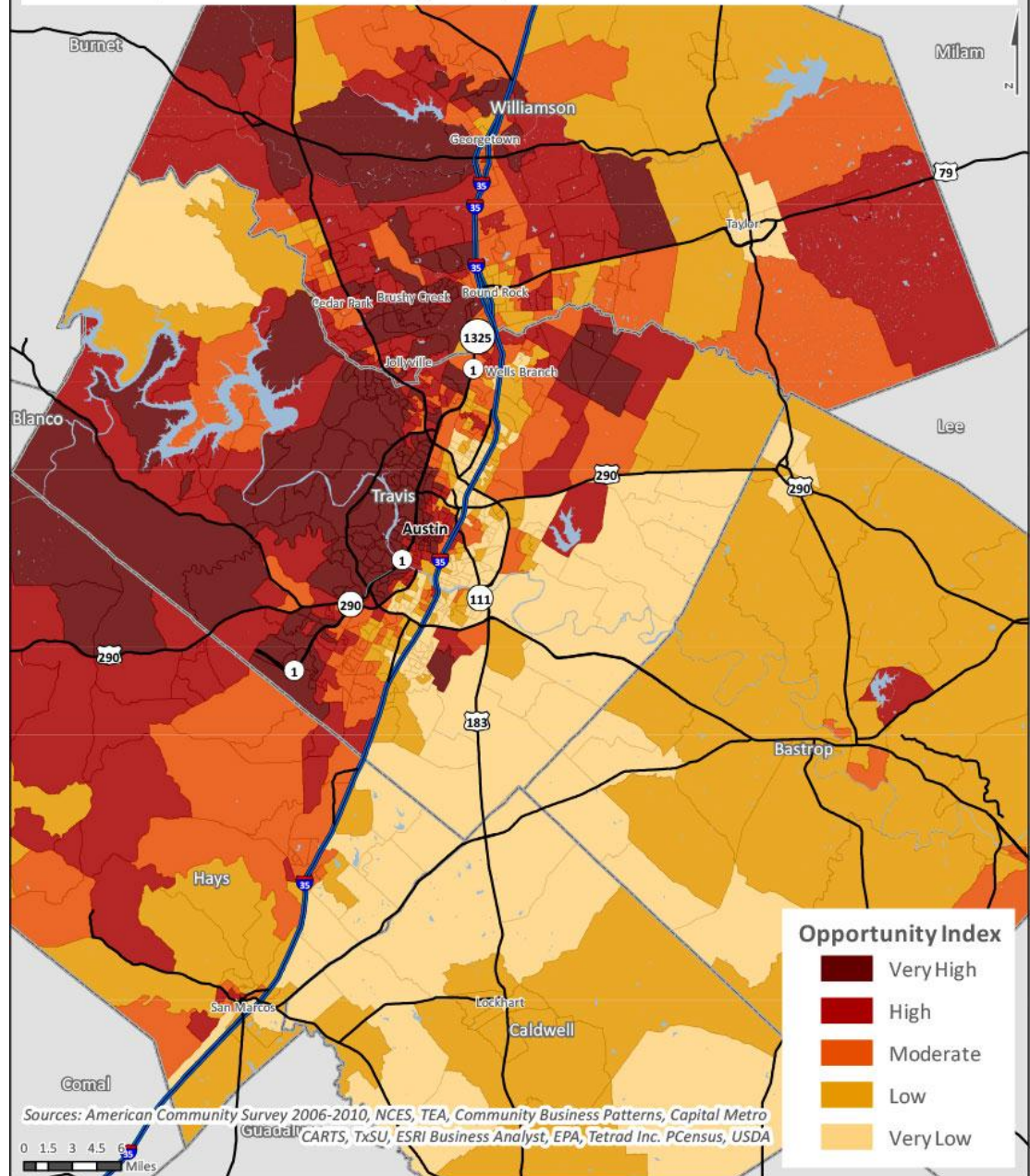


# Resource: Opportunity Mapping Data Sets

- ## Map 1: Austin Metro Opportunity Index



**Kirwan Institute**  
Many Differences **One Destiny**



# Community Advancement Network



17 socio-economic indicators



we are safe, just,  
and engaged

- crime
- proportionality of jail bookings
- voting



our basic needs  
are met

- poverty
- food security
- housing cost burdened
- vehicle miles traveled
- homeless



we are  
healthy

- health insurance
- mental health
- smoking
- obesity
- air quality



we achieve our  
full potential

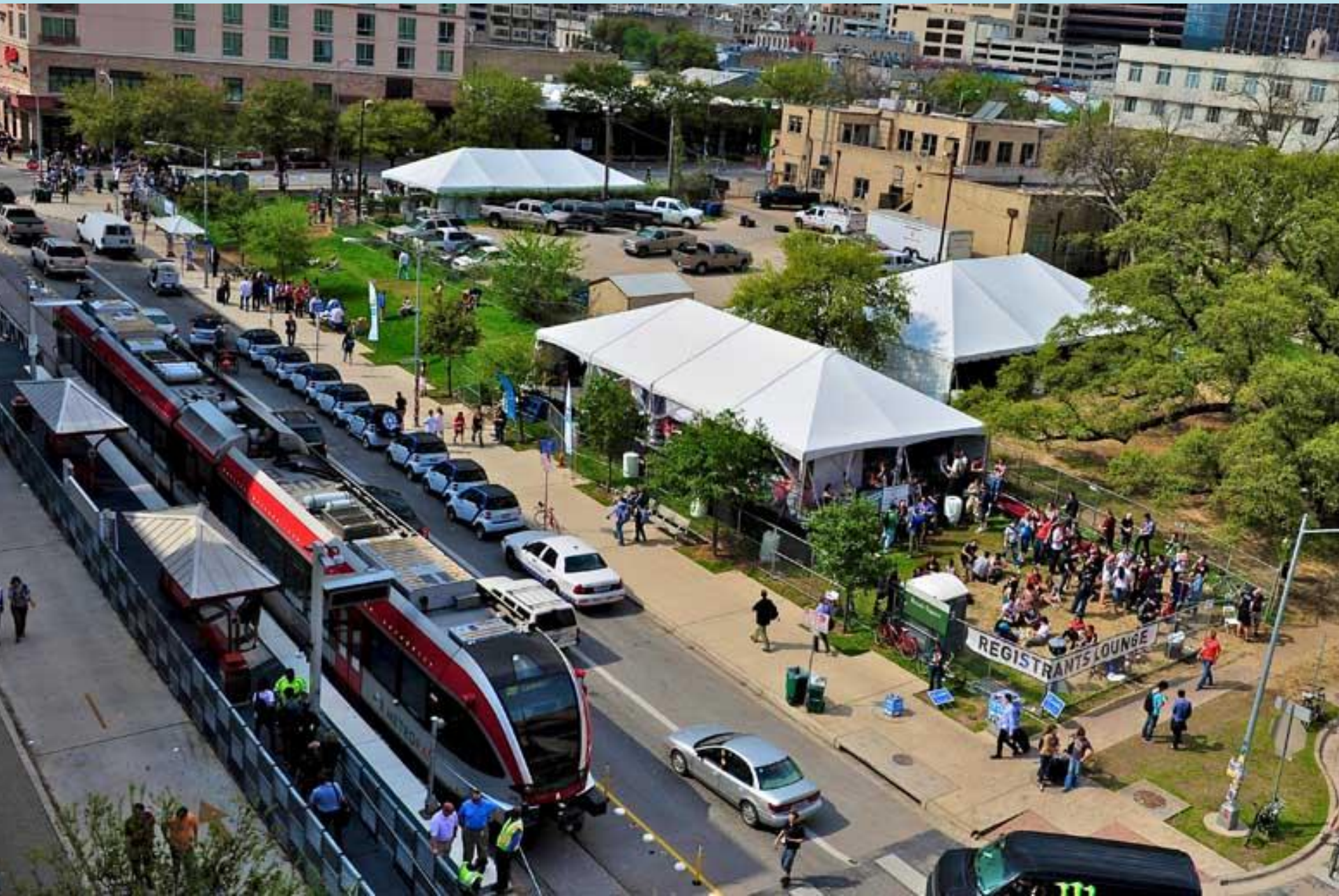
- kindergarten ready
- high school graduation
- college success
- unemployment

# **2. SMART CITY SOLUTIONS**

**Technology + Transportation**

**Austin Proposal  
USDOT Smart City Challenge**

# Innovative Idea: Smart Stations



## **US DOT Proposed Demonstration Projects**

# **Smart Station**

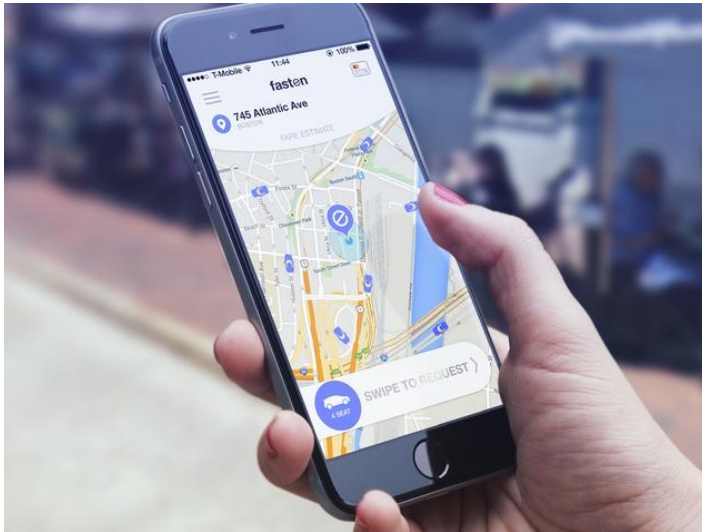
**Revitalize \* Connect \* Work**

### **Potential Pilot Locations**

- Airport (ABIA) and E. Riverside Corridor
- Restore Rundberg Area
- Pflugerville
- ACC Highland Campus / MetroRail Station / Airport Blvd.
- MLK Smart Station / E. MLK Blvd. Corridor

# Innovative Idea: Connected Travelers

## One app, more choices, more affordable



# Innovative Idea: Personalized Support

## Ambassador Program

Model: MetroRail Ambassadors



## **US DOT Proposed Demonstration Projects**

# **Connected Travelers**

### **People We Can Help: 3 Pilot Projects**

- **Health Clinic Patients**  
Pilot User Group: Central Health Clinic patients
- **Public Housing Residents**  
Pilot: Residents at 3 HACA sites with new Google Fiber
- **Community College Students / TechHire**  
Pilot: ACC students pursuing workforce training

# **3. THE ASK**

**Data, Leaders and Resources for**

**Pilot Projects and  
New Transportation Solutions**

# **Resources Needed: CAN Partners**

## **Talent**

- ☐ Tell us what information you need, would like?
- ☐ Consider leading Ladders of Opportunity pilot project(s)

## **Time**

- ☐ Help us track data, share data
- ☐ Dashboard adds?
  - ☐ “% transportation cost burdened”
  - ☐ “% of jobs reachable within 45 minutes”

## **Treasure**

- ☐ Identify funding sources for pilot projects
- ☐ Seek private-sector / philanthropic partners
- ☐ CAN Partners: grant writing / collaborative submittals

# **Discussion**