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### INTRODUCTION

Welcome! If you are reading this toolkit, it's likely because you are a pro-homes advocate and live in one of Connecticut's 40 towns or cities with a transit station. Because you love your home and want it to be more equitable and sustainable, it is essential to understand the vast potential of turning your transit station(s) into transit-oriented communities. This toolkit is designed to help you kickstart the process of creating a transit-oriented community at the local level by organizing a Transit-Oriented Communities Walk Audit.

### This toolkit gives you the 4 tools you'll need to succeed:

The Basics of Transit-Oriented Communities:

What are "TOCs"? Why are they important for our state's future? What kinds of land use reforms do they require? What are the key things for you to know about them?

The Benefits of Hosting a Walk Audit:

What is a "Walk Audit?" Why is it an important, necessary step in advocating for TOCs? What are the goals?

How To Organize Your Walk Audit:

What are the steps to plan the walk? Who do you invite to attend and how? What are you trying to learn? What logistics do you need to conduct the walk safely?

Post-Audit Advocacy To Do List: How do you collect and process the information from the audit? How do you discuss it with participants after? How do you turn the audit into action?

### INTRODUCTION

Hosting a TOC Walk Audit is a great way to get people in your community engaged in the pro-homes movement and to educate and create real change. This toolkit is designed to be as fun and simple as possible. It is based on the TOC Walk Audits conducted in Spring 2022 in partnership with the Center for Latino Progress and the support of the Hartford Foundation for Public Giving.

We are confident that you have all the tools you need to succeed, but don't hesitate to ask for help (and to invite us to your TOC Walk Audit!) by reaching out to info@desegregatect.org. In addition, we will be referencing the Be The Change Playbook that we created for pro-homes advocates and encourage you to review that resource as you plan your Walk Audit.



# THE BASICS OF TRANSIT-ORIENTED COMMUNITIES

A Transit-Oriented Community (TOC) is a well-established planning concept that calls for an increased density of mixed-use development with diverse housing options within walking distance of a fixed transit station. In Connecticut, that means building more homes within about a 10-minute walk of any CTrail station or CTfastrak station, totaling 62 stations across 40 towns and cities. Also known in planning circles as "Transit-Oriented Development," we use the alternative term "Transit-Oriented Community" to better associate the concept with the reality that this means a more diverse and sustainable community.

TOCs are not a new idea even in Connecticut. In fact, many of our most beloved communities look the way they look because they developed around water or rail transit in the 19th century, long before highways warped our geography. The prohomes movement supports TOCs precisely because we value the historic nature of our towns and cities, which were built to be walkable and connected by transit. Even now, communities from Derby to West Hartford are once again unlocking the potential around their transit stations through TOCs. They're part of our past and can be part of our future, too.

# WHAT CAN TRANSIT-ORIENTED COMMUNITIES DO FOR CT?

1

#### **CREATE MORE AFFORDABILITY**

a. TOCs by definition generate smaller homes - apartment buildings, duplexes, townhouses - which tend to be more naturally affordable than larger single-family homes.

b. It also opens up the possibility for deed-restricted affordable housing — which we think should be a healthy percentage of larger developments — that cuts costs for families and diversifies communities.

2

#### **GENERATE TAX REVENUE**

a. Unlocking new homes near transit will generate tax revenue by stimulating new businesses, new jobs, and higher property values.

b. It will also mean taxpayers get more bang for their buck from the state's investment in our transit system.

3

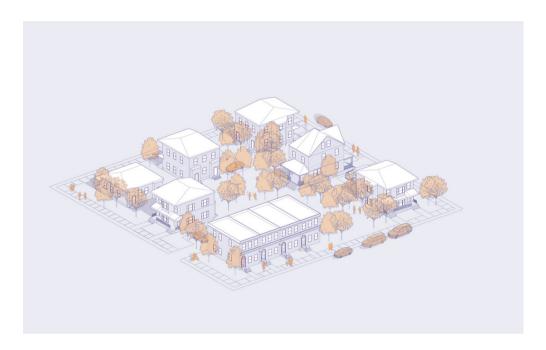
#### REDUCE POLLUTION AND EMISSIONS

a. TOCs reduce reliance on cars by giving more people the chance to take trips without driving. This cuts down on draining commutes, reduces carbon emissions, and makes our air cleaner.

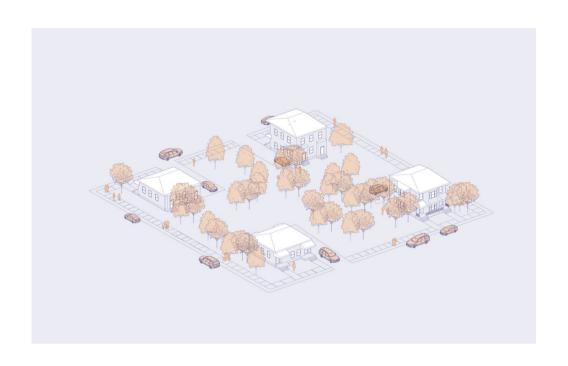
b. TOCs also protect natural spaces from further development by concentrating home construction in places with the existing infrastructure to support it.

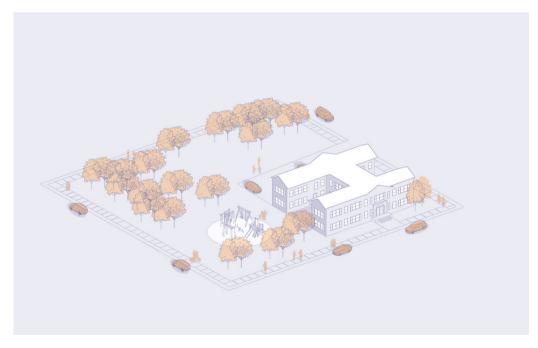
With a TOC Walk Audit, you can find out if the area around your transit station(s) is already primed for this kind of development and, if not, what zoning changes might be necessary to make it possible to build more kinds of homes. Remember, you can suggest TOC zoning changes that work for your community.

While TOC zoning does involve increasing density, there isn't one way to envision a a community with smaller lots and multi-family homes. Look at some examples we provided below to inspire you:











### THE BENEFITS OF HOSTING A WALK AUDIT

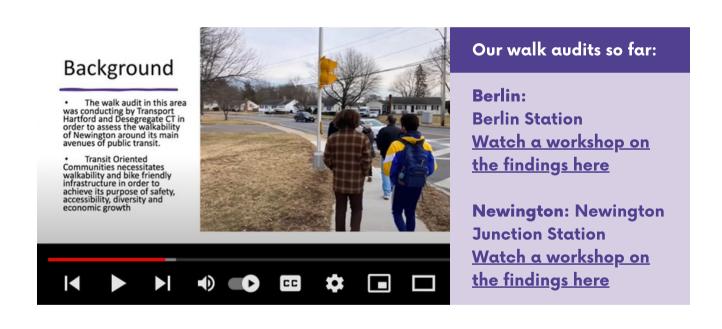
A Walk Audit is an in-person assessment of the physical conditions of a given community area often conducted by a community advocacy group. The intention is to gather up-to-date information about things like pedestrian safety (sidewalks, designated crossings), accessibility (for older adults, individuals with disabilities, and families with small children), and the overall topography of the targeted area (parks, natural features, abandoned buildings). Once gathered, this data becomes the basis of the policy "asks" that you make to elected or appointed officials to improve your community.

Specifically for TOCs, the Walk Audit also involves assessing the real-world implications of existing zoning rules around your transit station(s). You will track the lot sizes of homes and businesses near the station (are they on small lots or large lots with lots of parking?), the diversity of housing options overall (are there multifamily homes or just single-family homes?), the availability of undeveloped or underdeveloped land, and the general accessibility of the station to the surrounding community. This will make it easier for you to ask town officials to make the necessary zoning changes to encourage more diverse, walkable housing options - and to know where these homes could be built.

Walk Audits are used by advocacy groups across the country to activate local residents, businesses, and elected officials to better understand the full scope of their community's built environment from the perspective of a pedestrian. For too long, our communities were planned around cars, which is bad for our economy, our environment, and our safety. Getting people to see their community from the perspective of a pedestrian makes the case for transit-oriented communities all the more powerful.

Walk Audits are also a lot of fun! Residents get excited for the chance to join neighbors and local officials to explore their community with a purpose. Walk Audits give people a chance to be together outdoors, to get to know their neighbors and local business leaders, and to better understand how their communities would benefit from the kind of investments that come from transit-oriented communities. Don't be surprised when a lot of people say yes!

Most importantly, the findings of a Walk Audit can lead to real change in your community. They provide you with valuable data and specific observations to build your case to elected officials to zone for TOCs. They provide a chance to educate residents on the benefits of transit-oriented communities and debunk myths about them. And they create more pro-homes advocates to help you make TOCs happen in your community. Now, let's get to planning yours!



## HOW TO PLAN YOUR WALK AUDIT

### PRE-WALK PLANNING

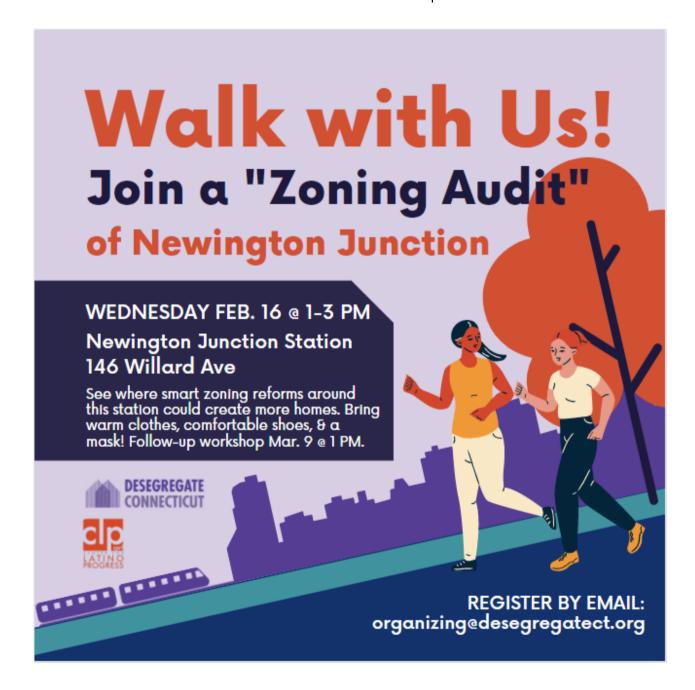
### A. Organize and plan

- 1. Plan a date for the walk. We recommend that you choose a time on the weekend or early evenings during warm weather when community members would be able to show up and conditions will be safest. During the colder weather, it is generally best to do mid-day.
  - a. If there are local advocacy groups you are affiliated with or hope to plan the event alongside, consult them for dates and times convenient for their members
  - b. Recognize that there will be trade-offs if you have to schedule it during the weekday some folks might be interested but at work or school
- 2. Once you have the date, give yourself at least a month to do outreach before your event. You'll need that time to follow up with participants and send reminder emails.
- 3. Plan a Rain Date just in case. You can wait to make a decision on rescheduling until 24 hours before the event, but it is good to plan for all possibilities with New England weather!
- 4. Budget about two hours for the full event. This will give you time to train folks on the audit, follow the route at a safe and leisurely place, and have a chance to return together as a group to gather the data and hear some final observations (and to take pictures!)

Create a <u>Google Form</u> or another registration link for people to sign up. Be sure to collect full names and emails so you can keep participants in the loop on the walk and on TOC efforts and other pro-homes initiatives in your town after the walk!

### B. Advertise the event

- 1. Make and distribute a flier
  - a.One easy way to make a flier is on canva.com. Make a free account and use one of the many templates for event fliers. Export the fliers as a PDF and attach them to emails about the event.
  - b.It doesn't have to be fancy! Just make sure it has the date, time, location, your organization or partner name, a contact email/number, and a small blurb about what the event is. Here is an example of one we made:



- 1. Post about the event on social media. You can export your canva flier as a jpeg. file to repurpose for social media. If you don't use social media, get someone who does to post. It is critical to share the event information with a wide public audience and posting makes it easy.
- 2.Reach out and invite members of your Planning & Zoning Commission, the town or city planner, and any elected local and state officials.
  - a. Most likely you will get some interest from these folks and the town planner might even offer to participate in the event with some local expertise or insights. That would be great!
  - b. Your town or city's website will have the right contact information for you to get started.
  - c.To find your state legislators, use this handy tool from the Connecticut General Assembly's website!
- 3.Identify local advocacy groups in the area, such as faith-based groups, social justice orgs, local booster groups, historic society members, etc. Personally invite the leaders in the group and ask if they'd be willing to disseminate the flier among their members. Search for local groups on Facebook, Google, or in your local paper for more ideas of who is active in your area.
- 4. Contact your local high school or local university to see if there is a professor or class that might be interested in attending. Most schools will gladly direct you to someone in a geography, sociology, or environmental department.
- 5. Contact local businesses in the area, especially if they fall within the half-mile radius of your station(s). Make the pitch that TOCs would help them attract customers and workers.
- 6. Contact local papers asking to write a story or run an ad for the audit.
- 7. Finally, reach out to us organizing@desegregatect.org and we will help promote your Walk Audit!

# C. Make a list of people you have contacted and who can attend. Be prepared to follow up with reminders

- 1. Make sure to track emails you send and replies received from everyone you contact. It is easy and free to set up an excel document in Google Sheets, but if you're not comfortable with technology, keeping a written copy will be fine.
  - a. Make sure to create columns to track: the person's full name, email or phone number, affiliation, date first contacted, date followed up, and a Y/N/Unsure on attending.
- 2. Typically it's best to assume that you will get 50% of the folks you invite to actually attend. So if your goal is to get 30 people out, make sure to invite at least 60. (Expect people who haven't signed up to show up and for folks who have signed up to not attend. That's normal.)
- 3. Be prepared to follow up multiple times with your list. Folks are busy and might be very interested even if they don't respond. It is perfectly fine to send a follow up email each week after the initial email. Once you get closer to the event, it is okay to contact more than once a week.

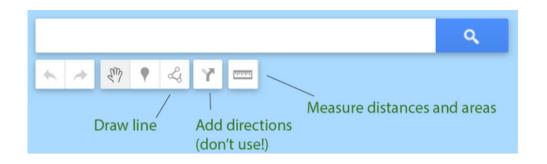


### D. Plan the Walk Audit route

- 1. In an ideal transit-oriented community, the area of focus would be located within a half mile radius of the station. In a practical sense, that will mean your walk route should be no longer than 2.5 miles in total. Any longer and folks might get tired and it might take too long. You can use the DesegregateCT Zoning Atlas to scope out the half-mile radius to get started.
  - a. On the Atlas, if you select the transit station filter on the info box on the left, the circle that appears on the map will represent a half mile. Zoom in to see street names using the guide bar on the top right of the atlas.
  - b. The zoning district and residential use filters can be used to identify areas of interest as you plan your route and to give you more information about what you're looking at during the walk.

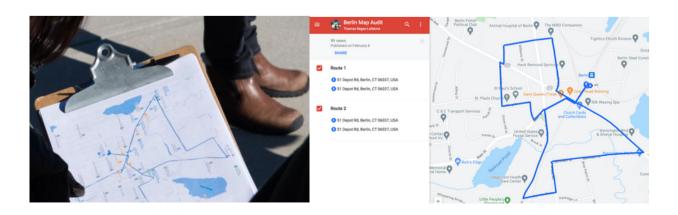
#### 2. Draft a route

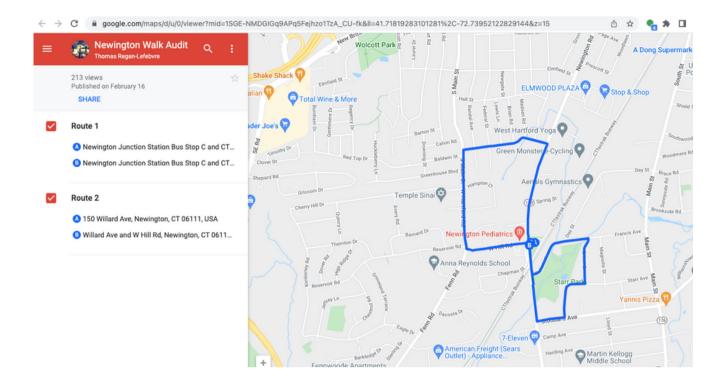
- a. Always start and end your route at the transit station. That is likely where folks have parked and it will be easier for them to find or return to.
  - i.Note: There might be a parking fee at your transit station, so it will be important to find that out and give people a heads up. It would be helpful to investigate alternative free parking options near the station just in case. You can also try to contact the CT Dept. of Transportation to see if you can get waivers.
- b. The best way to plan out a route that can easily be shared with attendees is to use Google Maps and operate the Street View to see conditions of the roads you are considering. To create a walking route on your map, follow these steps:
  - i. Create a map in Google My Maps, as per Google's directions here. If you want, you can customize your basemap (choose a different style of map) by clicking the Basemap dropdown at the bottom of the box on the left.
  - ii. Familiarize yourself with the toolbar, as shown:



- a.First, we recommend investigating how far your town's ½-mile TOC radius extends. This isn't strictly necessary, but helps you keep your route within the relevant TOC area. Unfortunately, Google My Maps doesn't let you add a circle to your map, so here are some work-arounds.
  - i.To keep it simple, use the "Measure distances and areas" tool to measure 0.5 miles from the train station to the North, South, East, and West so that you get a sense of the size of the area.
  - ii.If you want to add a layer that depicts the exact TOC radius, you need to import a GIS (Geographic Information Systems) file, specifically a KML or KMZ. If you have GIS experience you can create one, but if not, you can reach out to us at Desegregate CT and we can provide you with your town's TOC radius file.
  - iii.To import a GIS file to your map, click the blue "Import" link under your first map layer in the box on the left.
- b. To start laying out your route, select "Draw a line" in the toolbar. Then, select "Add walking route".
  - i.Be sure to do this and not "Add Directions", since the latter does not allow you to customize the route Google generates!
- c.Click your starting point on the map presumably your town's train station and a circle labeled "A" will appear. Then, when you drag your mouse away from the starting point, Maps will start to create a blue line that represents your route.
- d. Since a walk audit is usually a loop, you need to customize your route away from the default, shortest-distance one that Maps will give you. To do this, click points along your route as you are creating it, and small white dots will appear. These serve as anchor points for the map, meaning that the route is forced to pass through them even if you drag your mouse somewhere else. You can click and drag the anchor points to move them around in order to set up the route.

- i.Route creation and anchor points can be tricky in Maps, so we recommend taking some time experimenting and getting comfortable with how they behave as you click and drag, before you start planning your actual route. Don't be afraid to experiment and start over the tool takes some getting used to!
- ii. You can delete a route by either pressing Esc (while you are editing) or by deleting the route layer by clicking on the three dots next to the layer name (if you are no longer editing / have already pressed Enter).
- a. When you have finished creating your route, hit Enter, and your route endpoint will become a circle labeled "B". There, you've laid out your walk audit route in My Maps!
- b. If you want to generate walking directions, click the three dots next to the layer name and select "Step-by-step directions". This will give you directions for your walk audit, and also will estimate the distance and time that your route will take.
  - i. Prioritize safety when choosing a route. Does the road have sidewalks? If not, are there safe areas for folks to walk along? What is the speed limit of the cars on the road? If a large group will not feel comfortable walking the road, you may have to adjust your route.
  - ii. If you get in touch with a town official during your outreach, don't hesitate to ask for their input on the route. They will know the area and zoning maps well and will likely know if a given road is safe to walk along or not.
  - iii. If you can, print out copies of the route to give everyone along with the worksheets. At the very least, print out copies for you and any other coleaders.



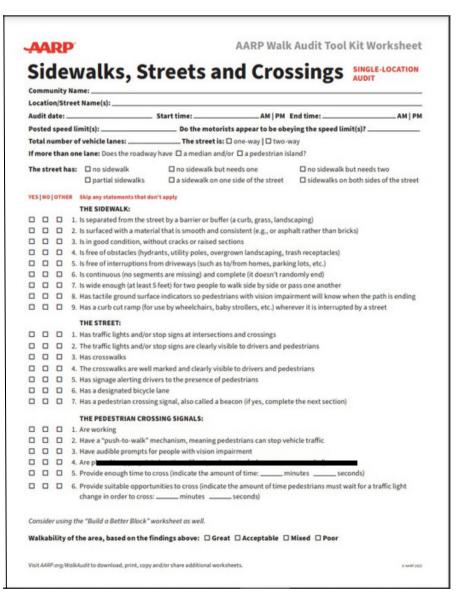


### E. Decide if there will be one route or two

- 1. If you have a large group or if there is more than one loop of the station you'd like to walk, consider breaking the group into two groups to split up the route. This could mean doing a mile route in either direction around the station, which will likely take 40 minutes or so round trip.
- 2. This gives folks the chance to opt out after one half of the route if they are tired or have to leave and will ensure they end up back at the station.
- 3. Designate a second leader to lead the other group on the route. Make sure you have their phone number and that they have a printed map of both routes.

### F. Prepare the walk audit worksheets

- 1.The American Association of Retired Persons (AARP) provides <a href="free-worksheets-here: (https://www.aarp.org/livable-communities/getting-around/aarp-walk-audit-worksheets/">free worksheets/</a>. We recommend using the following sheets: Sidewalks, Streets, and Crossings, Street Safety and Appeal, Public Transit Access, Winter Weather (seasonal), and the Summary sheet for zoning observations. Download and print the worksheets, and be prepared to provide pens and clipboards on the day of the event.
- 2. If you can't provide those supplies, make sure to request that folks bring something to write with and on.
- 3. We'll go ahead and remind you here: Make sure to collect the worksheets at the end of the audit or when someone needs to leave!



### G. Do a pre-walk of the loop with a worksheet

- 1. It is best practice for you to walk or at least drive around your suggested route at least a week before the Walk Audit to identify any issues that are not present on Google Maps (there might be a steep incline or a dangerous intersection for example). You may need to adjust the route and will need time to do so.
- 2. Look out for key aspects you want to highlight along the route with the group such as tricky crosswalks, multifamily housing, historic homes, civic institutions, and new developments.

# H. Do two final reminder emails 24 hours before the Walk Audit

- 1. Send an email to the folks who have confirmed that they are attending with details about where specifically to meet and park at the station; what they need to bring (pen, clipboard if necessary, charged phone); and what they should wear (let them know the weather at least!).
- 2. Also send an email to folks you invited who haven't signed up with a final reminder about the event and let them know you hope they can come.
- 3. If the weather looks bad, this is the time to let folks know about the Rain Date. Make the call 24 hours beforehand to give folks time and make sure you email everyone so no one shows up!

### **HOST THE WALK AUDIT**

### A. Get ready for the walk!

- 1. When the day arrives, designate a place where you and the group will meet. A good place for this is often the CTrail or CTfastrak station parking lot your walk is based around. Reminder: make sure to find out if there is a parking fee and where folks can park without one.
- 2.Get to the location at least 15 minutes before the time you listed to set up. Make sure your phone is charged!
- 3. Have a signup sheet ready and record names and emails of folks who show up. Sometimes people show up who have not registered.
- 4. Within a few minutes of the listed start time, get started. Introduce yourself, any organization you are part of or partnering with, and ask folks to introduce themselves. Ask for their first names, if they live in town, and maybe a very quick icebreaker, but keep it short.
  - a. Give any elected officials in attendance the chance to introduce themselves and make sure to thank them for attending
  - b.If you have coordinated with the town planner or anyone else, give them the chance to introduce themselves too
- 5. Give a short introduction to the walk audit what you hope to accomplish (ie. to get zoning reform for TOCs!), how the walk audit sheets work and when to fill them out during the walk. Then give a specific breakdown of how long the route(s) will take and what they should expect in terms of distance and any inclines or other elements.
- 6. If you are splitting into two groups, do so now by asking everyone to sound off with "1" or "2" and organize into groups based on those numbers.
- 7. Make it clear that each group will walk both routes and that there will be a chance to opt-out between them.
- 8. Make it clear that the route(s) will start and end at the same place at the transit station and point out any restrooms if there are any.
- 9.Get walking! Prioritize safety while walking and take your time. There is safety in numbers, so make sure to cross any busy intersection as a large group.

#### On the walk:

- 1. Encourage participants to take photos, especially of any noteworthy observations people make. But make sure someone is designated to take photos of the audit so you don't miss anything. You shouldn't be the one responsible for photos.
- 2.Take time during the route to stop so folks can gather back together, take a breather, fill out their sheets, and ask questions. Even with stops a route should only take 40 minutes or so, so there is no need to rush.
- 3.Once you return to the station, gather everyone's audit sheets (and pens and clipboards if you provided them.)
- 4. Give folks the chance to share their observations briefly.
- 5. Make sure everyone is together to take a group picture!
- 6. Finally, if you are planning a follow up workshop (see below) remind folks about it so they can sign up. If you aren't planning a workshop, make sure to provide a call to action for participants i.e. "make sure to email so and so to say you attended and want to see TOCs in your town" "contact me if you want to write an op-ed" etc.



### B. Follow up after the walk audit

- 1. Within 24 hours of the walk audit, send a thank you email to all the participants and try to include some pictures so folks can share them.
- 2.If you have a specific call to action, include it again with any necessary links (email, website,etc) to spell it out for people.
- 3. If you are doing a follow up workshop, remind them about the date and create a new sign up sheet for it. Ideally you would host the workshop a week later (try to do it at the same day and time of the week) while it is fresh in people's memory, but two weeks would be the max.
  - a.In the meantime, collate all of the information that the attendees filled out on their worksheets so it can be presented virtually at the workshop. It will likely be the case that not everyone has filled out the sheet or hasn't filled out the entire sheet. Do your best to draw out the consensus information about observations on pedestrian access and land use.
  - b.If you are not doing a follow up workshop, it will be important to write up a short brief about your findings, including pictures, and share them with participants.
- 4.Advertise the workshop, particularly as an opportunity for those who could not make it in-person to get involved.

### C. Hold the virtual event

- 1. We generally advise advocates to host a follow up virtual workshop (on Zoom, Teams, etc) to be able to gather again as a community to discuss the walk audit while it is fresh. It also gives folks who couldn't attend the chance to see the results and participate.
- 2. Budget about an hour and let folks know beforehand.
- 3. Prepare a slideshow presentation (Use Powerpoint or Google Slides, whatever is easiest and free).
  - a. It also doesn't need to be fancy! Just have a title slide about the Walk Audit (feel free to use the flier), an overview of the goal, and then recreate the walk with photos and data from the worksheets. Discuss the positives of what you saw as well as spots that need improvement.
  - b. Feel free to make recommendations in the presentation to town officials when you see a need (ex: create a crosswalk at this street, fix the sidewalk at that street, etc.) in addition to the larger TOC "asks."
- 4. Consider the workshop a conversation instead of a lecture. Allow participants the chance to jump in with questions or personal observations at any point and steer the conversation along.
- 5. Close up with your call to action and outline some next steps (i.e. attending the next Zoning Commission meeting, setting up a meeting with elected officials, participating in an upcoming DesegregateCT event).
- 6. After the event, within 24 hours, send another brief thank you note with next steps. Make sure to hold on to the list of attendees as you map out your next steps!





Newington TOC Walk Audit Workshop

www.desegregatect.org | @desegregatect | March 2022

#### Agenda

- · Introduction
- · What are transit-oriented communities?
- · What is Newington doing already?
- · What did we hope to accomplish on the walk audit?
- · What did we find?
- · Your Questions and Comments



### POST-ADVOCACY TO-DO LIST

Congratulations! You have organized a successful TOC Walk Audit! Through your hard work and leadership, your community is on its way to being more equitable and sustainable. A Walk Audit is not the only way to advocate for pro-homes policies in your town. In fact, it's just the first step! We have created additional resources for advocates in our Be The Change Playbook that lay out additional steps for you to take once you have completed the Walk Audit.

- 1. Attend the next Planning & Zoning Commission meeting in your community (they happen once a month). You can email them with a request to present your findings. Get on record asking the P &Z to make the necessary changes to encourage TOCs in your community and follow up with them.
- 2. Get involved at the state level. DesegregateCT's coalition does local and state-level advocacy, so get plugged in. Contact your legislators here and let them know (if they didn't attend the Audit) that you conducted it and send the presentation. Ask them if they support TOCs and what they are doing to make them possible.
- 3. View the Be The Change Playbook to learn about additional zoning reforms that complement TOCs. You will learn four crucial tools to succeed in land use advocacy.
- 4. Sign up for our newsletter at www.desegregatect.org to get updates on important meetings near you.
- 5. Write an op-ed in your local paper. We will help you. Send your drafts and ideas to info@desegregatect.org.







Our "Be the Change"
Playbooks, online at
www.desegregatect.org/
be-the-change, are a great
place to start your
advocacy journey. Please
check them out and be in
touch!

