

ETOD STRATEGIES FOR PHOENIX SOUTH CENTRAL CORRIDOR STATION AREAS

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PURPOSE AND INTRODUCTION

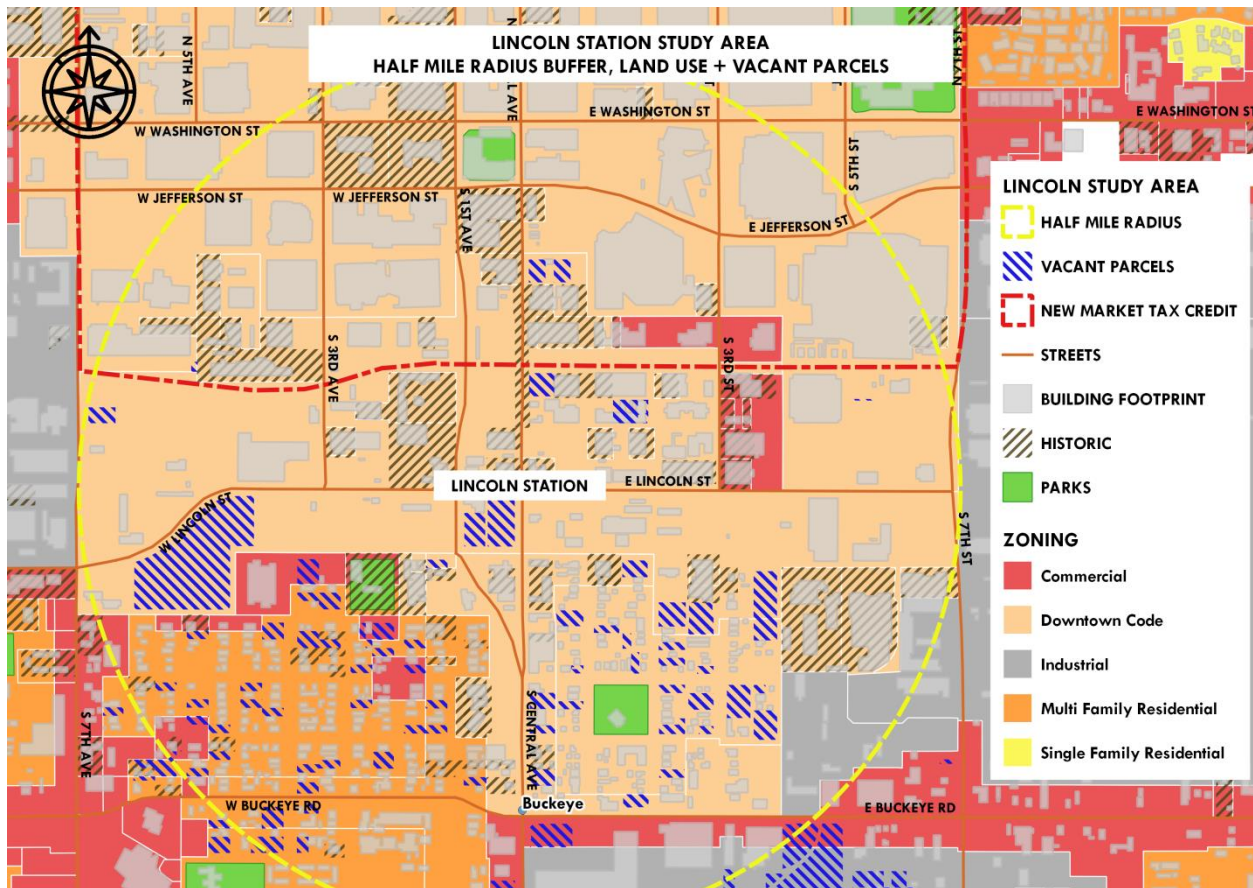
This paper lays out the conditions for equitable Transit Oriented Development (eTOD) strategies in station areas in the Phoenix South Central Corridor. Each station area is described in terms of land use, demographics, employment, housing, businesses, and transportation followed by a discussion of eTOD opportunities. The strategies identified and their enabling policies are featured in more detail in the other papers of this series.

Method

For the purposes of analysis in this paper and the others in this series, the Corridor is defined as a half-mile buffer around South Central Avenue, from its cross streets at Lincoln Avenue to Baseline Road. Where indicated, the one-mile buffer was also analyzed. The corridor and half-mile areas around each potential station were analyzed using [U.S. Census Bureau On the Map Longitudinal Employer-Household Dynamics \(LEHD\) Origin-Destination Employment Statistics \(LODES\) data](#) and a CNT internal tool that proportionally sums [U.S. Census Bureau American Community Survey 5-year data](#) across the block groups in each station area. Data from [CNT's Housing + Transportation \(H+T[®]\) Affordability Index, AllTransit[™]](#), and the [U.S. Department of Housing and Urban Development's Location Affordability Index](#) are also referenced in this series of papers.

LINCOLN STATION

LINCOLN STATION LAND USE



Map 1a Sources: City of Phoenix, Maricopa County Assessor’s Office data portals

The land within a half mile radius of the proposed station at the intersection of S Central Ave and Lincoln is predominantly zoned as “Downtown”: 367.68 acres, which captures a variety of uses including commercial. This is followed by Residential: 91.2 acres, solely Commercial: 28.76 acres, and Industrial: 11.69 acres. Of this study area, 21 acres of Downtown/Commercial land, 1.53 acres of Industrial, and 4.1 acres of Residential property is currently vacant.

As can be seen in **Map 1a**, there are a considerable number of properties, totaling 76 acres, of historical significance throughout the study area. S Central Avenue is home to mostly car-centric small businesses, and frontage property is characterized by off street parking and a lack of landscaping and shade. The residential properties to the west of S Central Ave are mostly modest working-class neighborhoods.

Although the above map shows zoning only for multi-family residential, 21% of this area is actually used in single family or low density housing. As revealed on page 12 of the [Central City South Plan](#), this leaves local neighborhoods uncertain about the character of redevelopment projects in this station area.

LINCOLN AREA RESIDENTS, INCOME, HOUSING + TRANSPORTATION COSTS

Homeowners		Renters	
Households	181	Households	556
Percent Homeowner Occupied	24.2%	Percent Renter Occupied	75.8%
Median Income	\$53,698	Median Income	\$32,421
Annual Housing Costs	\$13,591	Annual Housing Costs	\$11,676
Transportation Costs	\$7,808	Transportation Costs	\$3,733
Annual H+T Costs	\$21,399	Annual H+T Costs	\$15,409
H+T Percent of Income	39.9%	H+T Percent of Income	47.5%

Table 1a Sources: H+T Index, ACS 5-year survey 2015 calculated within a half mile radius buffer from the proposed station location.

As identified in **Table 1a**, while this station area includes resident homeowners with middle and higher incomes, the majority of residents are renters struggling to meet housing and transportation expenses. The difference in housing costs between homeowners and renters is about \$2,000 annually, which may not appear critical. But when expressed as a percentage of income, housing costs are only 25% of income for the average homeowner, but 36% for the average renter. Added to transportation costs, this burden grows to almost 47.5% for renters.

The Lincoln station area houses some of the oldest buildings within the corridor. Over 76 acres of land has been identified as historic. When reviewing the half mile buffer around the proposed station on Lincoln, it should be noted that of the 181 owner occupied housing units 37% do not have mortgages.

According to the Central City South Plan, only a little of the present commercial use benefits residents in this community and only small family-owned stores provide necessities.¹ The current pressures of expanding growth from the business district creates an unstable environment for current residents struggling to make ends meet. Future development accompanying the new LRT service poses the risk of displacement for low-income households.

RESIDENT WORKERS

“Resident workers” are residents of the station area who are employed anywhere in the Phoenix area. Resident workers are very diverse within the Lincoln station area. Whites (Hispanic-Latino whites included) make up 77% of the workers who reside in this station area, Hispanic-Latino persons make up 36% of workers living here. The Black community is also represented accounting for almost 12% of this population.

Of the workers who reside in the Lincoln study area, 23.7% earn less than \$1,250/month, and 37% earn more than \$3,333 monthly. Levels of educational attainment, like earnings, span a wide range. Among workers who reside in the Lincoln study area, about 16% have not completed high school yet 18.5% have completed college or an advanced degree. High school graduation is the highest level of

¹ [Central City South Area Plan, June 2004.]

educational attainment for 17% of workers, and 22% have completed some college or earned an Associate degree.

STATION AREA RESIDENT WORKER PROFILE

Race	Total Population	Percent of Total	RESIDENT: Earnings	Total Workers	Percent of Total
White	934	77.4%	< \$1,250 month	286	23.7%
Black	141	11.7%	\$1,250 - \$3,333 month	474	39.3%
American Indian	58	4.8%	>\$3,333 month	447	37%
Asian	47	3.9%	TOTAL	1,207	100%
Other	27	2.2%			
Ethnicity					
Hispanic-Latino	434	36.0%			

Table 2a Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

Breaking down resident workers by NAICS cluster, the Lincoln station area reflects a diverse pool of skills and experience. Proximity to the central business district supports resident employment in Public Administration, 7.0%, Health Care, 11.3%, Information and Professional, 9.0%, and Finance, Insurance and Real Estate (F.I.R.E.), 10.5%. White collar workers account for 37.8% of area residents. Blue collar plus small, independent restaurants and retail business workers account for 53.4% of resident employment.

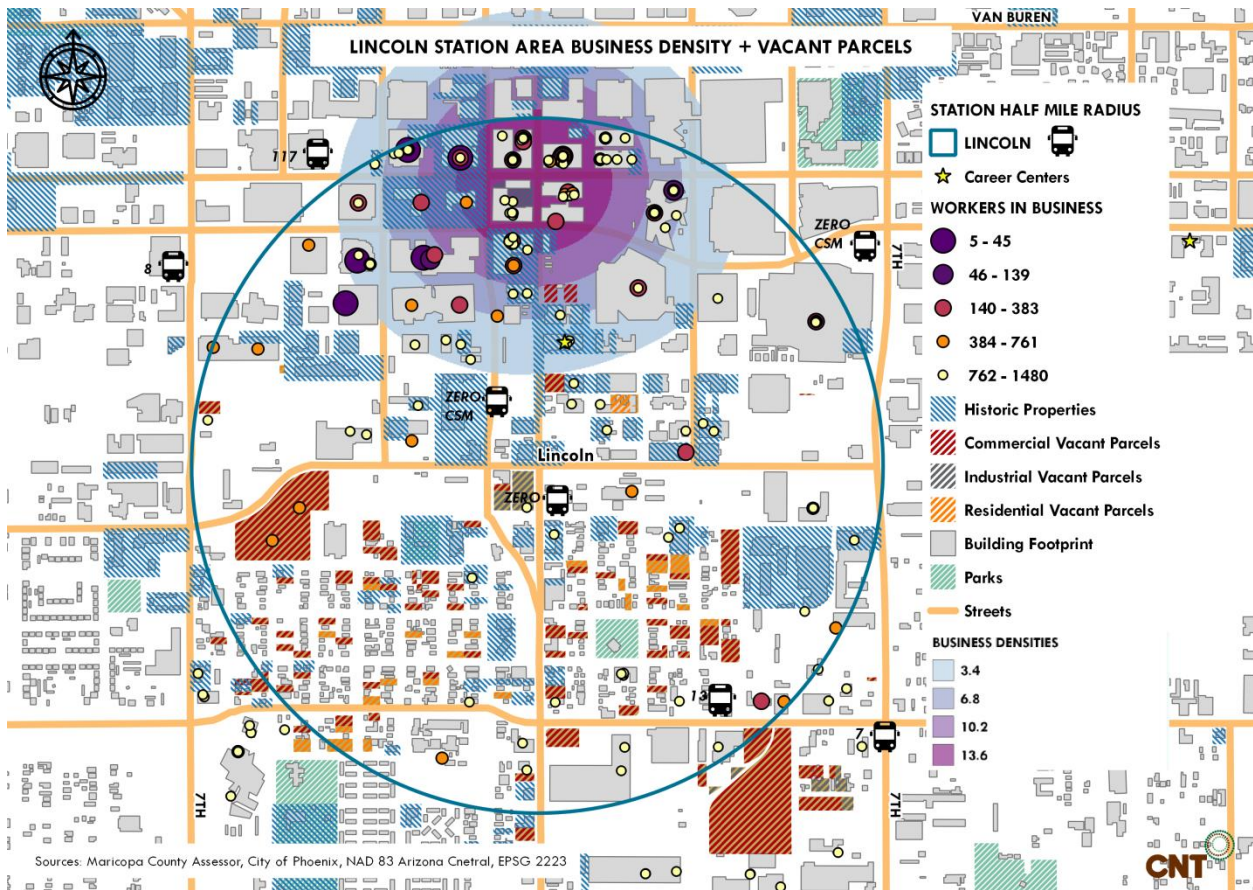
RESIDENT WORKER: Educational Attainment			RESIDENT WORKER: Occupations		
< High School	188	15.6%	Agri, Min, Gas, Oil, Util + Construct	103	8.5%
High School or GED	206	17.0%	Manufacture	55	4.6%
Some College - Associate Degree	264	21.9%	Retail	113	9.4%
Bachelor's - Advanced Degree	223	18.5%	Wholesale + Transport	83	6.9%
Edu Attainment N/A ²	326	27.0%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	127	10.5%
TOTAL	1,207	100%	Info, Prof, Science, + Tech	109	9.0%
			Administration + Waste ³	161	13.3%
			Education	67	5.6%
			Health Care	136	11.3%
			Hospitality	169	14.0%
			Public Admin + Other	84	7.0%
			TOTAL	1,207	100%

Table 3a Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S., CNT H+T Index

² Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

³ The U.S. Census Bureau uses North American Industry Classification System (NAICS) categories to classify workers and jobs. NAICS Code 56 is a broad category that includes Administrative and Support and Waste Management and Remediation Services, meaning “routine support activities for the day-to-day operations of other organizations” including, “office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.” Source: U.S. Bureau of Labor Statistics, “Administrative and Support and Waste Management and Remediation Services: NAICS 56,” <https://www.bls.gov/iag/tgs/iag56.htm>.

LINCOLN STATION BUSINESSES, JOBS, + VACANCIES



Map 2a Sources: City of Phoenix, Maricopa County Assessor's Office data portals

STATION AREA JOB HOLDER PROFILE

Race	Total Population	Percent of Total	JOB'S: Earnings	Workers	Percent of Total
White	29,708	84.5%	< \$1,250 month	3,617	10.3%
Black	3,031	8.6%	\$1,250 - \$3,333 month	11,671	33.2%
American Indian	676	1.9%	> \$3,333 month	19,887	57%
Asian	1,017	2.9%	TOTAL	35,175	100%
Other	743	2.1%			
Ethnicity					
Hispanic-Latino	8,829	25.1%			

Table 4a Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S

The population of workers who hold jobs in the Lincoln station area varies considerably from members of the resident workforce who live in the area but may be employed anywhere in the Phoenix region. Demographically, this station area workforce is predominantly White, almost 85% and only 25% Hispanic-Latino. Earnings for area jobs do not reflect station area householder data. Almost 60% of jobs

pay over \$3,333 and only 10% pay less than \$1,250 monthly. As seen in **Table 5a**, educational attainment aligns with earnings and almost 40% of the workforce have some college or hold a college degree. Jobs are mostly associated with white collar positions such as Public Administration: 49.4%, Finance Insurance & Real Estate (F.I.R.E.): 18.1%, Information, Professional, Scientific and Technology jobs: 7.4%. Almost 13% of local jobs are in the Hospitality sector.

JOB HOLDER: Educational Attainment			JOB HOLDER: Occupations		
< High School	3,004	15.6%	Agri, Min, Gas, Oil, Util + Construct	1,436	4.1%
High School or GED	6,782	17%	Manufacture	20	0.1%
Some College - Associate Degree	11,043	21.9%	Retail	125	0.4%
Bachelor's - Advanced Degree	8,815	18.5%	Wholesale + Transport	78	0.2%
Edu Attainment N/A ⁴	5,531	27%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	6,353	18.1%
TOTAL	35,175	100%	Info, Prof, Science, + Tech	2,591	7.4%
			Administration + Waste	1,804	5.1%
			Education	82	0.2%
			Health Care	767	2.2%
			Hospitality	4,535	12.9%
			Public Admin + Other	17,384	49.4%
			TOTAL	35,175	100%

Table 5a Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

COMMERCIAL DISTRICTS

Most of the land in the Lincoln station area is zoned as downtown with only 29 acres specifically designated for commercial use because of evolving land use as the station area experiences waves of redevelopment. Additionally, this station area is unique because of the Commercial Corridor, Warehouse, and Central Park overlays. The **Commercial** Corridor has been envisioned as a gateway into Downtown, connecting the historic, urban chic Warehouse district on the northern half of Lincoln to the central business district. **Densities** for dwelling units in the corridor vary from 43 per acre dropping to 14-29 dwelling units per acre to the east of 1st Street. Currently, anchor-institutions supporting residents living within the Lincoln station area include: Phoenix Biomedical Campus, Roosevelt Row Community Development Corporation and Phoenix Sky Harbor. While this station area undergoes redevelopment, residents would benefit from increasing retail business and grocery stores.

TRAVEL + TRANSIT

Currently only 7.5% of commuters living in the station area use transit. The Lincoln station area Transit Connectivity Index (TCI) is 9.0 out of a possible 10. This rating is among the highest in the Phoenix area and reflects existing Valley Metro bus and light rail service. This rating will rise significantly with the introduction of the South Central Ave Light Rail Transit (LRT). There are 30 transit routes within a half mile, 4,382 transit trips weekly within a half mile and 361,317 jobs that are accessible within a 30-

⁴ Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

minute commute. There are 17.47% of workers who live within a half mile of transit and commute by walking. Of the Lincoln study area households, 28.7% do not own vehicles, 36.7% own one vehicle and 34.6% own two or more.⁵

DESIGNATED ZONES FOR DEVELOPMENT

The entire Lincoln station study area lies within Qualified Opportunity Zone (O-Zone) census tracts. The northern most Census Tract: 04013114100 is also eligible for New Market Tax Credits. Refer to Appendix for additional detail.

APPLICABLE STRATEGIES

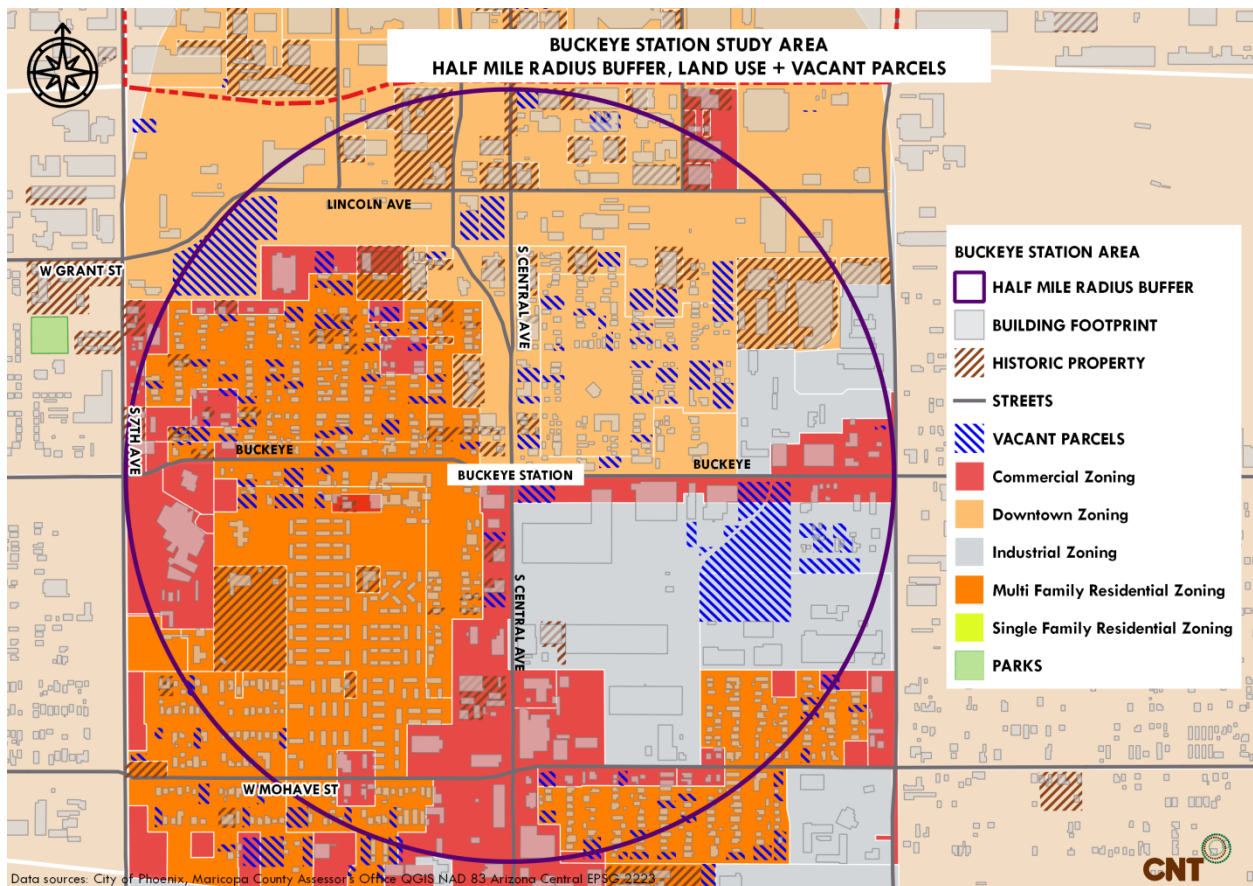
Compared to other station areas along the South Central Avenue LRT Corridor, the Lincoln station area is transitioning from day-time employment center to Transit Oriented Development (TOD). To improve amenities for these neighborhoods, more retail businesses, particularly grocery stores, are needed to create a fully functioning TOD community. Such business development will help to fill in the high level of vacancy in the Downtown-Commercial districts outside of the central business district. These businesses will also provide local jobs for this resident worker population, which often travels to retail employment outside of the station area. Because Lincoln has comparatively strong transit service, with other LRT and multiple bus lines connecting with the S Central Ave LRT, it is an especially attractive area to implement the workforce development strategies described in Paper II.

The primary challenge for the Lincoln station area is the population of low-income renters, who constitute the majority of this population and are at risk of displacement. Strategies as described in Paper III must be implemented to protect these residents. Because of its rich connections to transit and job opportunities, the Lincoln area also offer prime locations for the development of mixed income housing that can shield hundreds of households from the threat of displacement.

⁵ Source: [CNT AllTransit™](#) downloaded 12/12/2018

BUCKEYE STATION

BUCKEYE STATION LAND USE



Map 1b Sources: City of Phoenix, Maricopa County Assessor’s Office data portals

Land use and zoning on the northern half of this station area overlaps the southern Lincoln station area. Buckeye marks the end of Downtown zoning and at this point the neighborhood fabric changes. Reviewing land use for the half mile radius of the Buckeye station, this geography is distributed with Commercial: 101.8 acres, Downtown: 154.4 acres, Industrial: 88.5 acres, and Residential: 154.5 acres. Overall vacant parcels lie more heavily in the Industrial zones, 35.4 acres. Collectively, vacant lots make up 8.2% of the overall station area. Land that has historic significance is also present throughout this geography.

It is also worth noting that the entire Buckeye station area lies within Qualified Opportunity Zones (a designation discussed in Appendix A of this paper).

BUCKEYE AREA RESIDENTS, INCOME, HOUSING + TRANSPORTATION COSTS

Homeowners		Renters	
Households	202	Households	592
Percent Homeowner Occupied	25.4%	Percent Renter Occupied	74.6%
Median Income	\$32,166	Median Income	\$12,732
Annual Housing Costs	\$9,646	Annual Housing Costs	\$4,816
Transportation Costs	\$8,694	Transportation Costs	\$3,481
Annual H+T Costs	\$18,340	Annual H+T Costs	\$8,279
H+T Percent of Income	57.0%	H+T Percent of Income	65.2%

Table 1b Sources: H+T Index, ACS 5-year survey 2015 calculated within a half mile radius buffer from the proposed station location.

While the northern half of the Buckeye station area shares economic data from the southern half of the Lincoln station area, there is a large shift in area median income moving south of Buckeye. Area median income drops significantly from AMI north of Buckeye. Homeowners in Buckeye station area have a median income \$32,166 compared to \$53,698 in the Lincoln station area. Renters have a median income of \$12,732 compared to \$32,421 in Lincoln.

There are 202 owner occupied housing units, 56% of which do not hold mortgages. This could indicate problematic loan practices within the station area since this starts a trend where high numbers of homeowners do not have mortgages yet may need home improvements or maintenance along the corridor. As the area lies within Qualified Opportunity Zones there is a potential to attract Qualified Opportunity Funds for redevelopment.

Basic costs of living in housing and transportation account for over two-thirds annual income which is considerably greater than national or city of Phoenix norms. The Buckeye station area would be considered severely rent burdened and this trend continues south throughout the entire corridor.

RESIDENT WORKERS

The “resident workforce” of the Buckeye station area (i.e., employed persons who live in the Buckeye station area and may work anywhere in the region) is 77% Hispanic-Latino. This station area’s resident workforce also has the largest Asian population within the Corridor, making up almost 12% resident workers. Whites account for over 5% of the resident workforce, and Blacks represent over 4% of the workers living in the half mile radius station area.

The majority of workers earn from \$1,250 to \$3,333 monthly with over 30% of workers earning less. This falls in line with educational attainment as 37% of resident workers have only a high school degree, GED or less. About one third of this population does have some college education or advanced degrees.

STATION AREA RESIDENT WORKER PROFILE

Race	Total Population	Percent of Total	RESIDENT: Earnings	Total Workers	Percent of Total
White	758	78.4%	< \$1,250 month	298	30.8%
Black	94	9.7%	\$1,250 - \$3,333 month	472	48.8%
American Indian	59	6.1%	>\$3,333 month	197	20.4%
Asian	25	2.6%	TOTAL	967	100%
Other	31	3.2%			
Ethnicity					
Hispanic-Latino	568	58.7%			

Table 2b Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S

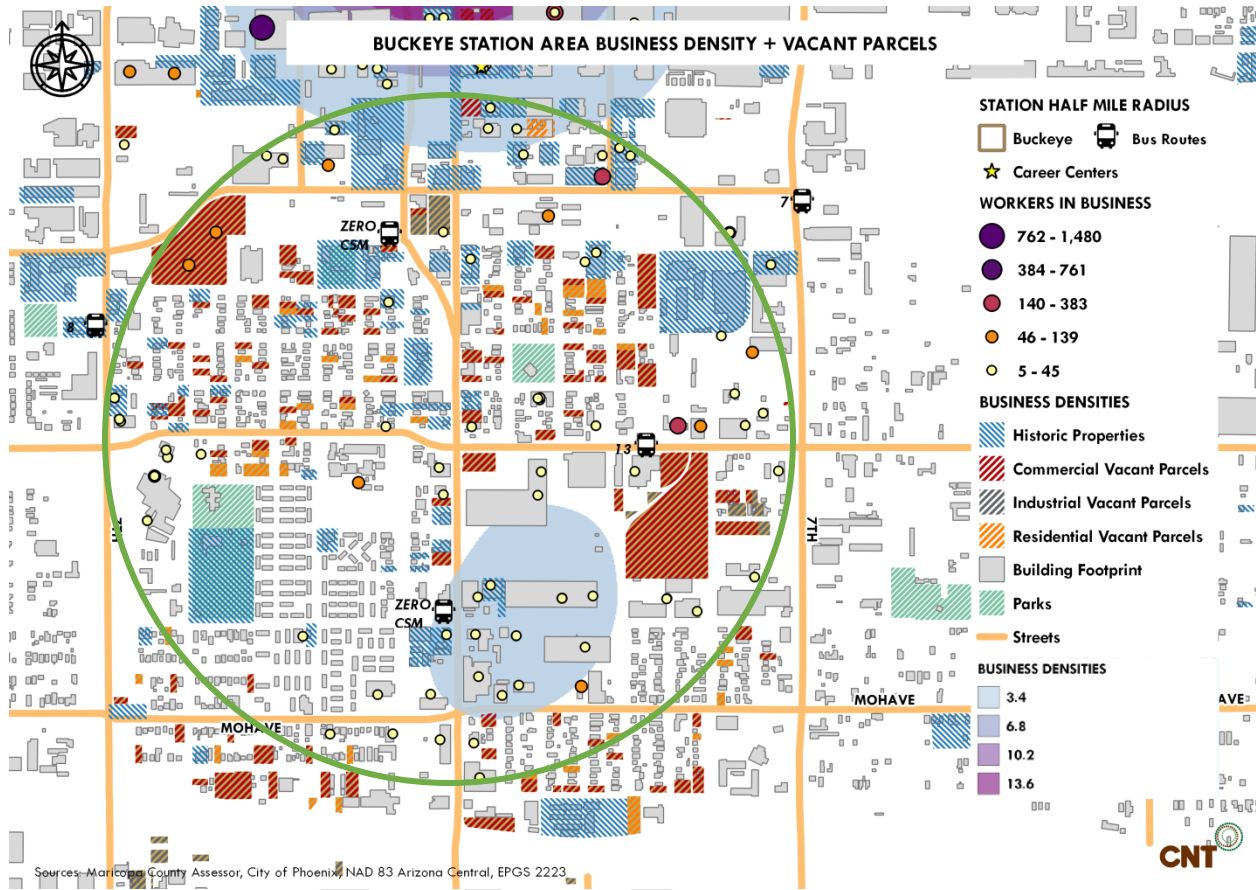
When viewing the resident workforce by labor sector, there is a shift from conventional white collar jobs to blue collar and service sector industries as compared to the Lincoln station area. Hospitality and retail employment lead as the primary means for local income, capturing 15% and 10% of workers respectively. Blue collar work in waste, wholesale, transportation, construction and utilities each capture almost 13% to 9% respectively for each cluster. Health care workers make up another 12% of this workforce.

RESIDENT WORKER: Educational Attainment			RESIDENT WORKER: Occupations		
< High School	196	20.3%	Agri, Min, Gas, Oil, Util + Construct	87	9%
High School or GED	166	17.2%	Manufacture	69	7.1%
Some College - Associate Degree	203	20.9%	Retail	95	9.8%
Bachelor's - Advanced Degree	120	12.4 %	Wholesale + Transport	90	9.3%
Edu Attainment N/A ⁶	282	29.2%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	64	6.6%
TOTAL	967	100%	Info, Prof, Science, + Tech	65	6.7%
			Administration + Waste	125	12.9%
			Education	45	4.7%
			Health Care	114	11.8%
			Hospitality	146	15.1%
			Public Admin + Other	67	6.9%
			TOTAL	967	100%

Table 3b Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

⁶ Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

BUCKEYE STATION BUSINESSES, JOBS, + VACANCIES



Map 2b Sources: City of Phoenix, Maricopa County Assessor’s Office data portals

STATION AREA JOB HOLDER PROFILE

Race	Total Population	Percent of Total	Earnings	Workers	Percent of Total
White	2,060	80.6%	< \$1,250 month	426	16.7%
Black	342	13.4%	\$1,250 - \$3,333 month	1,185	46.4%
American Indian	54	2.1%	> \$3,333 month	944	36.9%
Asian	48	1.9%	TOTAL	2,545	100%
Other	51	2.0%			
Ethnicity					
Hispanic-Latino	897	35.1%			

Table 4b Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

Within the Buckeye station area half mile radius, 80.6% of jobs are held by White (including Hispanic) workers, with over 35% held by people of color. Earnings are in line with those of area residents, with 46% of the station area’s job holders earning from \$1,250 to \$3,333 monthly and almost 37% earning more. This station area is driven by blue collar labor with the largest NAICS sectors represented in transportation, warehousing, and wholesale jobs, capturing 32%. Jobs in health care: 18% and hospitality: 17% round out the top performing clusters. Educational attainment mirrors these sectors

with 16% of workers not completing high school and 21% of jobs with workers earning a high school diploma or GED. Apprenticeships, community college skill certification, and non-traditional training are available routes for more resident workers to move into higher earnings.

JOB HOLDER: Educational Attainment			JOB HOLDER: Occupations		
< High School	422	16.5%	Agri, Min, Gas, Oil, Util + Construct	21	.08%
High School or GED	527	21%	Manufacture	179	7%
Some College - Associate Degree	634	24.8%	Retail	71	2.7%
Bachelor's - Advanced Degree	407	15.9%	Wholesale + Transport	641	25%
Edu Attainment N/A ⁷	555	21.7%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	57	2.2%
TOTAL	2,545	100%	Info, Prof, Science, + Tech	352	13.7%
			Administration + Waste	161	6.3%
			Education	70	2.7%
			Health Care	466	18.2%
			Hospitality	432	16.9%
			Public Admin + Other	105	4.1%
			TOTAL	2,555	100%

Table 5b Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

COMMERCIAL DISTRICTS

While almost 155 acres of land is assigned as Residential zoning, the balance of land is evenly divided between Commercial, Downtown, and Industrial. Of the commercially zoned land, 34.7% is currently vacant. This is only exceeded at the Baseline station area. In comparison less than 4% of residential land use is vacant.

Employment clusters start to change in the southern half of the station area and support more Hospitality jobs than Public Administration found at the Lincoln station area. Although Lincoln anchor-institutions such as Phoenix Sky Harbor, the sports arenas, and central business district influence commerce in the Buckeye station area, neighborhood favorites such as Lo-Los Chicken and Waffles, Comedor Guadalajara, and the Nina Mason Pulliam Audubon Center provide local identities not found near the city center. Hospitality industries in food service provide the largest means of employment for both the resident workers 15.1%, who may work elsewhere in Phoenix and station area job holders 16.9%. Health care is another leading industry for both resident workers 11.8% and station area job holders 18.2%.

The Buckeye station area is rich in social services and community assets. There are three elementary schools and one charter school serving this community. Neighborhood resources include the Vernell Coleman Recreational Center, Friendly House, the Phoenix Day Dreier Family Children's Center, Senior Opportunities West, Central Phoenix Family Services, St Vincent de Paul, and the Marcos de Niza Senior Center.

⁷ Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

TRAVEL + TRANSIT

Although just a half mile south of the Lincoln station area, transit use is different for the Buckeye station area. There are a higher number of transit users, 13.5%, and a lower population of workers who walk to their jobs, down from 17.47% to 4.9%. About 6.5% of residents bike for their commute. Buckeye's Transit Connectivity Index (TCI) score is 9.4 which shows robust usage with only 4 routes and 1,829 weekly trips, but access to 293,892 jobs within a 30 minute transit travel time. Within this station area 47% of households do not own a vehicle, 32.4% have one car and about 20% own two or more vehicles.⁸

APPLICABLE STRATEGIES

While the Lincoln station area is transitioning from day-time employment center to Transit Oriented Development (TOD), the Buckeye station area has a much larger residential population and significantly more industrial land use. There is still a need to improve amenities for these neighborhoods through increasing retail businesses, particularly grocery stores. These businesses will also provide local jobs for this resident worker population, which often travels for retail employment, purchasing household goods, or professional services outside of the station area. Since Buckeye has comparatively strong transit services, with other LRT and multiple bus lines connecting with the S Central Ave LRT, it is an attractive area to implement the workforce development strategies described in Paper II.

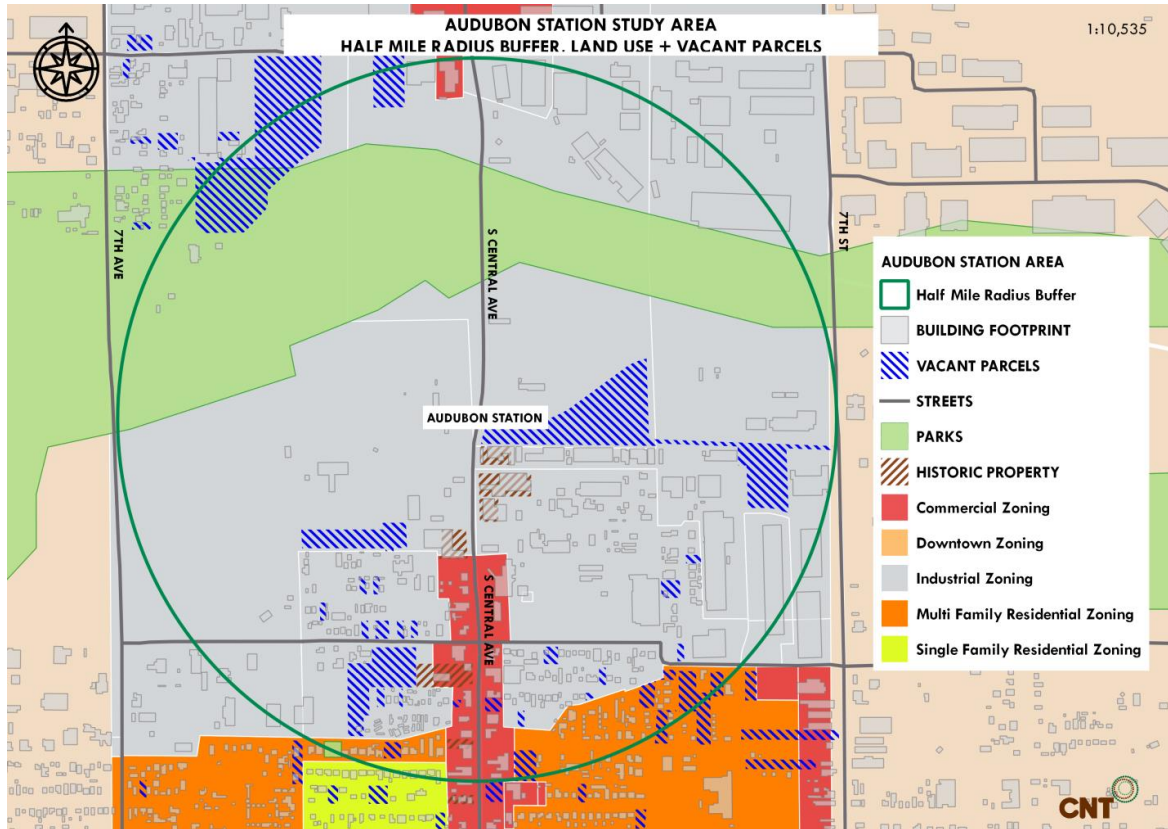
As mentioned earlier, the primary problem for the Buckeye station area is the drop in annual earnings for both homeowners and renters. Homeowner area median income is \$32,085 as compared to the Lincoln station area homeowner income is \$98,896. For renters the story is similar where at the Buckeye station area renter median income is \$13,205 in contrast to the Lincoln counterpart's earnings of \$25,691 annually. With low-income renters constituting 74.7% of this station's population, this is an especially vulnerable community because of the growing economic burden of rent plus transportation costs. The Buckeye station area zoning is over 30% residential when compared to Lincoln 18%.

By increasing connections to transit and job opportunities, the Buckeye station area also offer prime locations for the development of mixed income housing that can protect hundreds of households from potential displacement.

⁸ Source: [CNT AllTransit™](#) downloaded 12/12/2018

AUDUBON STATION

AUDUBON STATION LAND USE



Map 1c Sources: City of Phoenix, Maricopa County Assessor's Office data portals

This station area marks a significant change from station areas to the north and south in land use and zoning. Most of the land is zoned Industrial, 433.7 acres, with 14.9 acres vacant. The Salt River and Phoenix's Rio Salado Habitat Restoration Area, a 600-acre preserve in this historic corridor cut through east to west, with the station located near the Nina Mason Pulliam Rio Salado Audubon Center. Residential zoning contains only 37.9 acres which lie exclusively on the southern edge of this station area. The Commercial corridor along S Central Ave continues south of the proposed station site. A portion of this Commercial property, 1.2 acres out of 27.7 acres, is currently vacant.

AUDUBON AREA RESIDENTS, INCOME, HOUSING + TRANSPORTATION COSTS

	Homeowners		Renters
Households	175	Households	562
Percent Homeowner Occupied	23.7%	Percent Renter Occupied	76.3%
Median Income	\$41,554	Median Income	\$21,151
Annual Housing Costs	\$5,215	Annual Housing Costs	\$9,172
Transportation Costs	\$10,110	Transportation Costs	\$8,044
Annual H+T Costs	\$15,326	Annual H+T Costs	\$17,216
H+T Percent of Income	36.9%	H+T Percent of Income	81.4%

Table 1c Sources: H+T Index, ACS 5-year survey 2015 calculated within a half mile radius buffer from the proposed station location.

This station area has a much smaller residential population and while there are resident homeowners with moderate incomes, the majority the residents are renters who cannot meet basic housing and transportation expenses as identified in **Table 1c**. Almost 80% of this group are renters who struggle by on low wages with a median area income of over \$21,000 annually. Adding transportation costs to housing and the burden skyrockets to over 81% of their earnings. While resident homeowners benefit from lower housing expenses, 37% of their income is spent on transportation and housing. By dramatically reducing transportation costs for this station area and increasing a reliable means to reach potentially higher wage jobs within a 30-minute travel time using the LRT, residents would truly benefit from the proposed project.

The majority of the land within the Audubon station area is either designated park land or used for industrial purposes. Only the southern-most edge has housing. Currently 22% of existing residential acreage is vacant. Of the 166 owner-occupied houses, 47.5% do not have mortgages. Due to the extremely low area median income for this station area, and level of poverty here, the entire station area has been identified as a Qualified Opportunity Zone.

RESIDENT WORKERS

“Resident workers” (i.e., employed adults who live in the station area and may work anywhere in the region) are largely Hispanic-Latino, composing 87.7% of workers living here. Whites make up fewer than 7.6% of the workers who reside in this station area. The Black community is also represented, accounting for 3.2% of this population.

Of the workers who reside in the Audubon study area, 24.4% earn less than \$1,250/month, and 19.2% earn more than \$3,333 monthly. Over half of resident workers earn from \$1,250 to \$3,333 per month. This station area has the highest housing and transportation costs, as a percentage of income, for the families that live here.

STATION AREA RESIDENT WORKER PROFILE

Race	Total Population	Percent of Total	RESIDENT: Earnings	Total Workers	Percent of Total
White	184	86.4%	< \$1,250 month	52	24.4%
Black	17	8.0%	\$1,250 - \$3,333 month	120	56.3%
American Indian	7	3.3%	>\$3,333 month	41	19.2%
Asian	1	0.5%	TOTAL	213	100%
Other	4	1.9%			
Ethnicity					
Hispanic-Latino	126	59.2%			

Table 2c Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

Levels of educational attainment, like earnings, cover a wide spectrum. Among workers who reside in the Audubon study area, about 19.2% have not completed high school yet while 29% have completed college or an advanced degree. High school graduation is the highest level of educational attainment for over 21% of workers, and for over 40% of resident workers educational attainment is not available, which may be in part because many workers are school age. The Audubon station area has the smallest resident worker population of the entire corridor with only 213 workers.

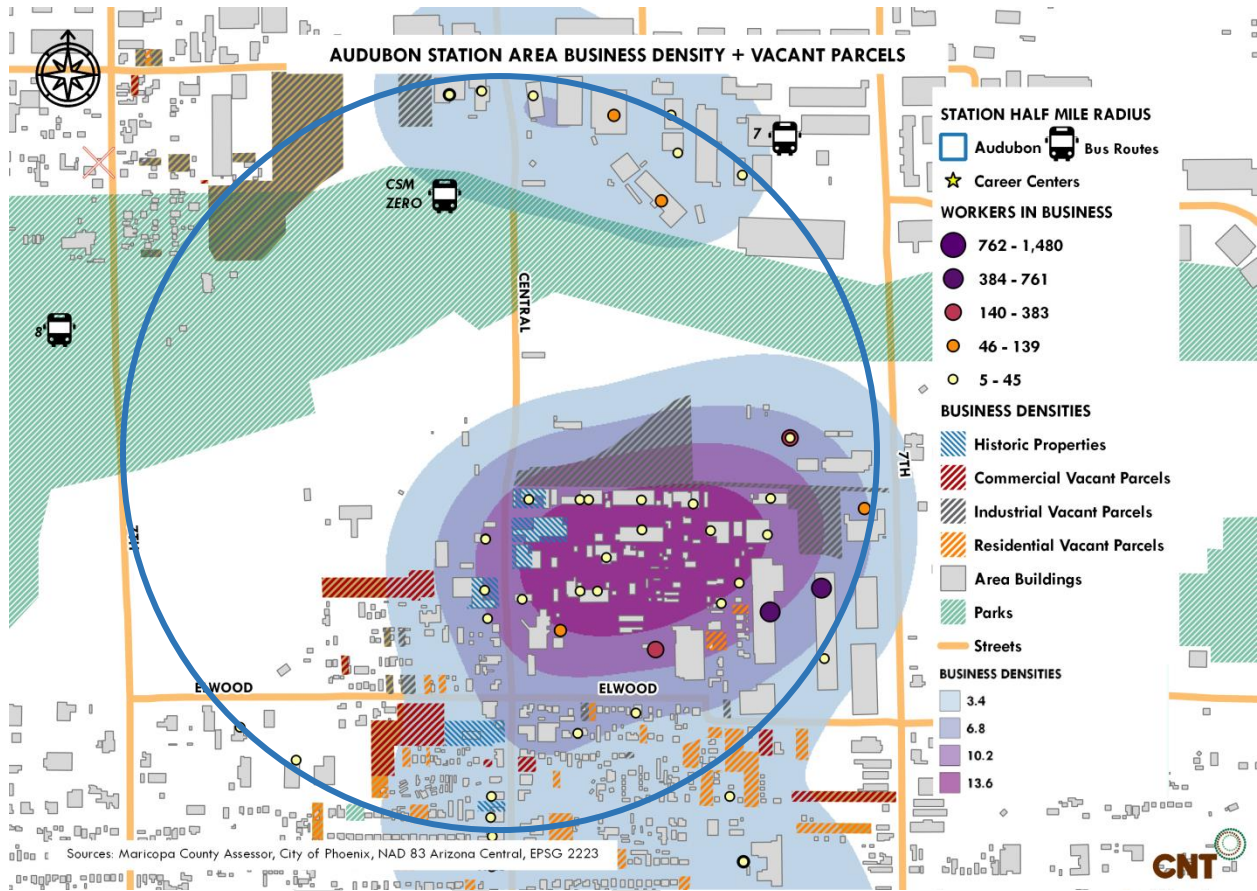
Hospitality employs more workers than any other single sector, providing jobs for over 16.4% of the area's resident workers. Other top performing sectors are construction, 12%, manufacturing, 7.5%, retail, 8.9%, administration + waste, 16%, and health care, 10.8%. Known levels of educational attainment are the lowest in the corridor, with over 40% of resident workers having a high school diploma or equivalent or less; fewer than 10% are college graduates.

RESIDENT WORKER: Educational Attainment			RESIDENT WORKER: Occupations		
< High School	41	19.2%	Agri, Min, Gas, Oil, Util + Construct	26	12.2%
High School or GED	46	21.6%	Manufacture	16	7.5%
Some College - Associate Degree	43	20.2%	Retail	19	8.9%
Bachelor's - Advanced Degree	19	8.9%	Wholesale + Transport	12	5.6%
Edu Attainment N/A ⁹	64	40.8%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	13	6.1%
TOTAL	213	100%	Info, Prof, Science, + Tech	9	4.2%
			Administration + Waste	34	16.0%
			Education	13	6.1%
			Health Care	23	10.8%
			Hospitality	35	16.4%
			Public Admin + Other	13	6.1%
			TOTAL	213	100%

Table 3c Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

⁹ Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

AUDUBON STATION BUSINESSES, JOBS, + VACANCIES



Map 2c Sources: City of Phoenix, Maricopa County Assessor's Office data portals

STATION AREA JOB HOLDER PROFILE

Race	Total Population	Percent of Total	Earnings	Workers	Percent of Total
White	1,689	84.6%	< \$1,250 month	149	7.5%
Black	113	5.7%	\$1,250 - \$3,333 month	715	35.8%
American Indian	37	1.9%	> \$3,333 month	1,132	56.7%
Asian	118	5.9%	TOTAL	1,996	100%
Other	39	2.0%			
Ethnicity					
Hispanic-Latino	754	37.8%			

Table 4c Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

Audubon is another station area in which very few jobs are held by resident workers. While the local population is almost 60% Hispanic-Latino, only 38% of jobs are held by workers of this ethnicity. Over 84% of jobs in the station area are performed by White workers. Jobs paying more than \$3,333 per month make up almost 57% of jobs in the station area, which is an income much higher than the area median for station area resident renters.

Educational attainment matches with skills for blue collar occupations in the Audubon station area. Almost 43% of area jobs are held by workers with a high school diploma or less, and 25% of job holders have either had some college or hold an Associate Degree. NAICS clusters include 24% in utilities + construction, 49% in manufacturing, 19% in wholesale + transportation, and 6% working in administration + waste.

JOBS: Educational Attainment			JOBS: Occupations		
< High School	436	21.8%	Agri, Min, Gas, Oil, Util + Construct	456	22.8%
High School or GED	426	21.3%	Manufacture	985	49.3%
Some College - Associate Degree	515	25.8%	Retail	29	1.5%
Bachelor's - Advanced Degree	314	15.7%	Wholesale + Transport	396	19.8%
Edu Attainment N/A ¹⁰	305	15.3%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	2	.1%
TOTAL	1,996	100%	Info, Prof, Science, + Tech	4	0.2%
			Administration + Waste	111	5.9%
			Education	0	0%
			Health Care	0	0%
			Hospitality	6	0.3%
			Public Admin + Other	0	0%
			TOTAL	1,996	100%

Table 5c Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

COMMERCIAL DISTRICTS

Commercially zoned land makes up the smallest use accounting for only 27.2 acres. The majority of land is designated Industrial with over 433 acres. Of the commercial land .04 % is currently vacant and is located to the west of S Central Ave. The [primary anchor institutions](#) operating within the Audubon station area are Goodrich Corp, Goodrich Aip., City of Phoenix and Ace Asphalt. Unlike any other station area, building, manufacture, wholesale and transportation trades account for almost 92% of jobs with most manufacturing employees working for Goodrich making aircraft interiors. The City provides jobs in property management and Ace Asphalt of Arizona is a local leader in construction jobs. Resident workers are still largely employed in the hospitality industry 16.4% followed closely by Administration and Waste at 16%.

TRAVEL + TRANSIT

Only 3.5% of resident workers currently use available transit. Valley Metro provides 7 routes with 3,026 weekly trips within the half mile radius of the proposed Audubon station. There are 295,453 jobs that are available through existing transit options. Over 5% of workers walk and only.5% bike to work. Audubon’s Transportation Connectivity Index (TCI) performance ranks at 6.1 on a scale of 10, largely because commuters don’t opt to use the bus. Only 18% of workers do not have a car, while 35% own

¹⁰ Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

one vehicle and 47% own more than one vehicle. This supports the high transportation costs for area residents.¹¹

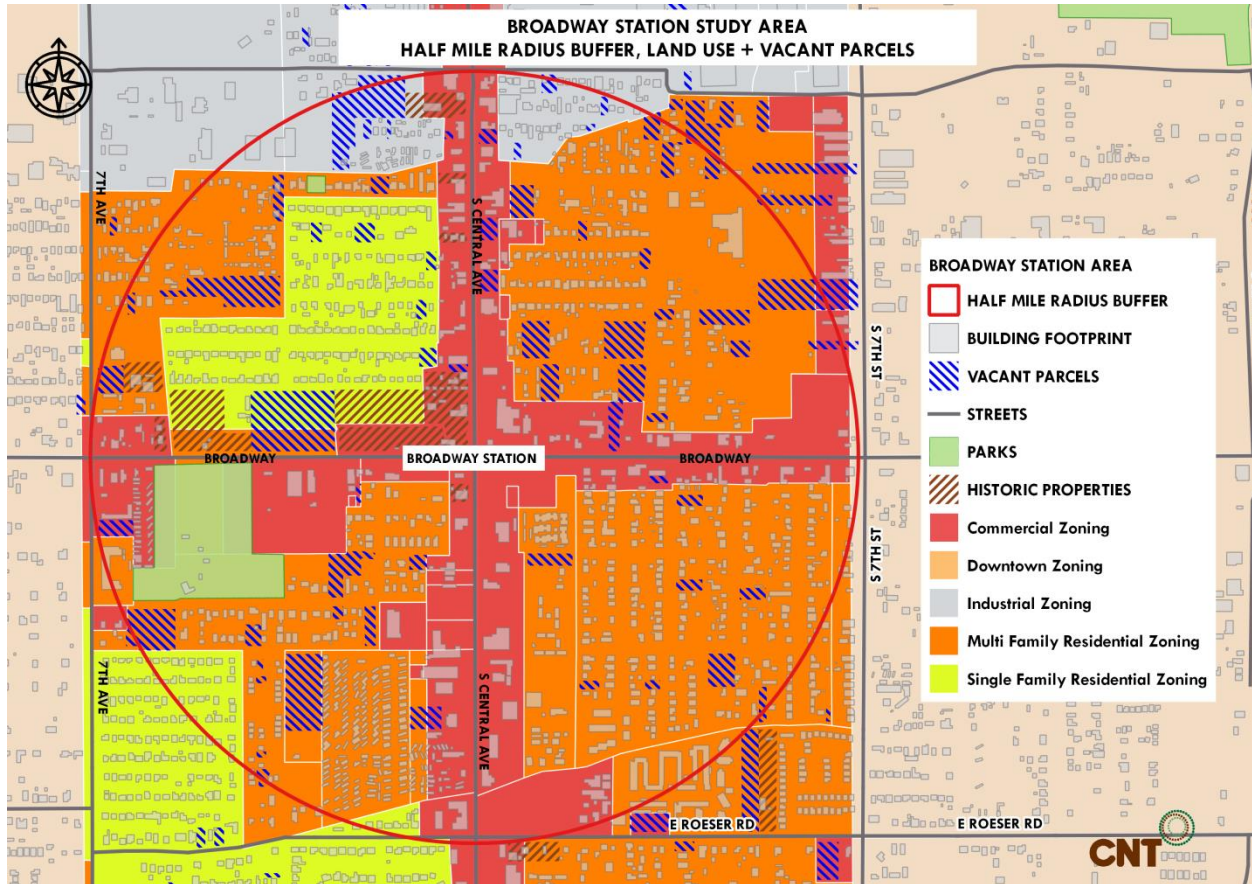
APPLICABLE STRATEGIES

Relative to other station areas in the South Central Avenue LRT Corridor, the Audubon station area is populated only within the southern end. The Salt River and industrial land make residential development limited to the south west quarter of this station area which currently houses most of the commercial activity for Audubon. Although the residents and worker populations to be serviced by transit are smaller, there would be considerable benefit to this community from LRT within this station area. By improving connectivity for residents and job holders via Valley Metro's proposed light rail train, there would be a significant reduction in transportation costs for homeowners and renters respectively. Currently, for renters the lack of connectivity in this remote location exacerbates the extreme cost of living burdens with a Housing + Transportation index of 104.9% annual median income. Tying development strategies to access and training for higher paying jobs would benefit the residents of this station area.

¹¹ Source: [CNT AllTransit™](#) downloaded 12/12/2018

BROADWAY STATION

BROADWAY STATION LAND USE



Map 1d Sources: City of Phoenix, Maricopa County Assessor's Office data portals

The Broadway half mile radius station area captures a small section of the southern end of the Audubon study area. This land is predominantly residential, and city zoning now identifies both multi-family and single-family residential use as can be seen in Map 1d. Total residential use is 324.6 acres including 27.9 vacant acres. There is a large Commercial corridor, 152.3 acres, running both north-south along S Central Ave, as well as east-west along Broadway. To the west of S Central Ave and north of Roeser, there is a large mobile home park. The study area includes 390 mobile home units out of 4,551 total housing units.

BROADWAY AREA RESIDENTS, INCOME, HOUSING + TRANSPORTATION

Homeowners		Renters	
Households	453	Households	556
Percent Homeowner Occupied	44.9%	Percent Renter Occupied	55.1%
Median Income	\$39,907	Median Income	\$20,232
Annual Housing Costs	\$5,955	Annual Housing Costs	\$7,952
Transportation Costs	\$10,012	Transportation Costs	\$6,499
Annual H+T Costs	\$15,966	Annual H+T Costs	\$14,451
H+T Percent of Income	40.0%	H+T Percent of Income	71.4%

Table 1d Sources: H+T Index, ACS 5-year survey 2015 calculated within a half mile radius buffer from the proposed station location.

In the Broadway station area; there are more homeowners, 45%, as compared to the half mile radius around both the Audubon, 21.8%, and Buckeye stations, 25.2%. Housing costs for homeowners matches the Lincoln station area. This is a concern since Broadway homeowners earn much less, about 74% of their Lincoln counterparts' earnings: \$39,907 to \$53,698 annually. While area median income for renters is better than either the Buckeye and Audubon station areas, housing still accounts for almost 40% of annual income and with hefty transportation expense, this adds up to 71% of their annual income.

Housing in the Broadway half mile radius introduces two new elements with the corridor: a large mobile home park and city identified single family residential housing. There is a significantly high rate of residential vacancy at almost 10%. This coupled with 54% owner-occupied housing units without a mortgage and homes in need of improvements creates an environment that should be watched for displacement with development investment.

RESIDENT WORKERS

“Resident workers” are residents of the station area who are employed anywhere in the Phoenix region. The ethnic makeup of Broadway area resident workers is similar to that of other station areas to the north, with 66% Hispanic-Latino, 8% Black, and 85% White populations which includes Hispanic whites. Worker earnings also follow corridor trends northward with the majority of residents, almost 80%, earning less than \$3,333 monthly.

STATION AREA RESIDENT WORKER PROFILE

Race	Total Population	Percent of Total	RESIDENT: Earnings	Total Workers	Percent of Total
White	1264	85.1%	< \$1,250 month	375	25.2%
Black	117	7.9%	\$1,250 - \$3,333 month	812	54.6%
American Indian	59	4.0%	>\$3,333 month	299	20.1%
Asian	27	1.8%	TOTAL	1,486	100%
Other	19	1.2%			
Ethnicity					
Hispanic-Latino	985	66.3%			

Table 2d Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

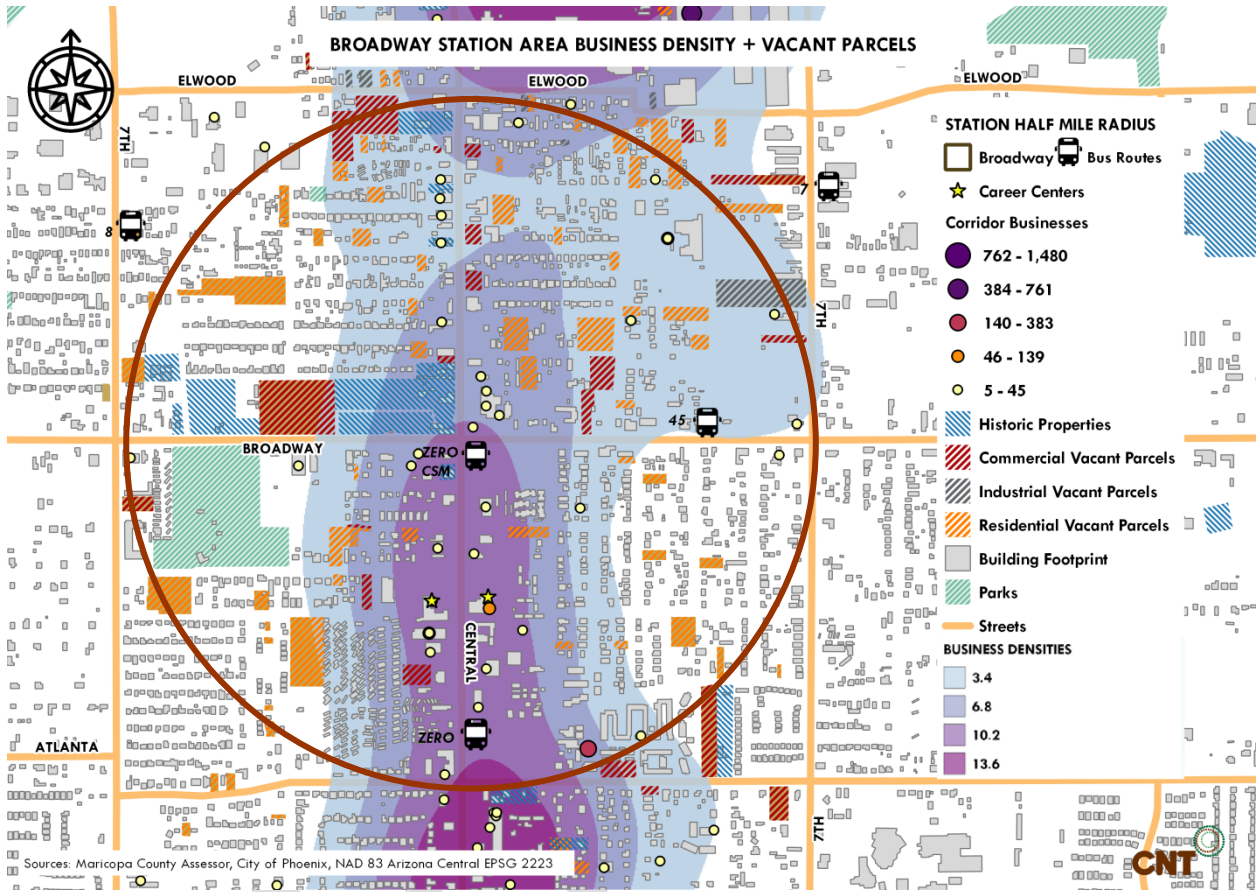
Residents find work primarily in blue collar and service industries. Looking at the top performing sectors, administration + waste captures 13.5%, hospitality + food services 12.6%, retail 11.8%, and utilities + construction with over 11% of workers. Educational attainment is consistent with other station areas with almost 40% of resident workers having a high school diploma or less.

RESIDENT: Educational Attainment			RESIDENT: Occupations		
< High School	295	19.9%	Agri, Min, Gas, Oil, Util + Construct	165	11.1%
High School or GED	290	19.5%	Manufacture	148	10.0%
Some College - Associate Degree	309	20.8%	Retail	175	11.8%
Bachelor's - Advanced Degree	150	10.1 %	Wholesale + Transport	99	6.7%
Edu Attainment N/A ¹²	442	29.7%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	101	6.7%
TOTAL	1,486	100%	Info, Prof, Science, + Tech	63	3.5%
			Administration + Waste	191	12.9%
			Education	72	4.8%
			Health Care	155	10.4%
			Hospitality	187	12.5%
			Public Admin + Other	117	7.8%
			TOTAL	1,486	100%

Table 3d Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

¹² Educational attainment in U.S. Census On the Map LODS data is for workers aged 30 or older

BROADWAY STATION BUSINESSES, JOBS + VACANCIES



Map 2d Sources: City of Phoenix, Maricopa County Assessor's Office data portals

STATION AREA JOB HOLDER PROFILE

Race	Total Population	Percent of Total	Earnings	Workers	Percent of Total
White	416	84%	< \$1,250 month	118	23.8%
Black	43	8.7%	\$1,250 - \$3,333 month	257	51.9%
American Indian	12	2.4%	> \$3,333 month	120	24.3%
Asian	15	3%	TOTAL	495	100%
Other	9	0.2%			
Ethnicity					
Hispanic-Latino	202	40.8%			

Table 4d Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

The population of Broadway station area job holders varies considerably from that of the resident workforce. Consistent with stations, the majority of jobs in the area are held by White workers with

84%. Hispanic- Latinos workers have a larger presence here with over 40% of jobs. Broadway station area job wages are consistent with the shared overlap within the northern section of Roeser. The majority of jobs pay from \$1,250 to \$3,333 per month.

The mix in educational attainment is the similar to Buckeye, Roeser, and Southern, with over 40% of jobs employing people with some college or an advanced degree. While there is a large Retail workforce presence, accounting for over 30% of area jobs, Education with 12% and Finance Insurance & Real Estate (F.I.R.E.) 17.3% are also leading job clusters.

JOB HOLDER: Educational Attainment			JOB HOLDER: Occupations		
< High School	83	16.8%	Agri, Min, Gas, Oil, Util + Construct	33	6.6%
High School or GED	85	17.2%	Manufacture	35	7%
Some College - Associate Degree	122	24.6%	Retail	152	30.7%
Bachelor's - Advanced Degree	90	18.2%	Wholesale + Transport	2	.04%
Edu Attainment N/A ¹³	115	23.2%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	86	17.3%
TOTAL	495	100%	Info, Prof, Science, + Tech	9	1.8%
			Administration + Waste	26	5.2%
			Education	60	12%
			Health Care	16	3.2%
			Hospitality	45	9%
			Public Admin + Other	31	6.2%
			TOTAL	495	100%

Table 5d Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

COMMERCIAL DISTRICTS

Land use changes dramatically at the Broadway station area with residential land use dominating the half mile radius, accounting for 324 acres or 65%. Broadway is the only station area that enjoys two significant commercial corridors, running north/south along S Central Ave and east/west along Broadway. The greater business activity is found on S Central Ave. Less than 10% of commercial land is currently vacant and most of that is located west of S Central Ave on Broadway.

Most of the area employers are small businesses with fewer than 30 workers. The City of Phoenix Fire Department is the largest employer with 161 job holders, followed by the Arizona Department of Economic Security with 86 workers and KM Woodcrafts employing 50 workers in construction and manufacturing.

TRAVEL + TRANSIT

¹³ Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

The Transportation Connectivity Index (TCI) for the Broadway station area is 6.0 on a scale of 10, which represents a higher level of service and connectivity to jobs than most city of Phoenix communities, but lower than other parts of the corridor. Existing service shows that 7.5% of resident workers use transit to commute through a network of 8 routes providing 2,795 weekly trips. Over 260,000 jobs are accessible through Valley Metro within a 30 minute travel time from this station area. While no workers walk to work, over 5% of station area commuters ride their bikes to work. Approximately 29% of workers do not own a car, 39% own one vehicle, and 32% own more than one vehicle.¹⁴

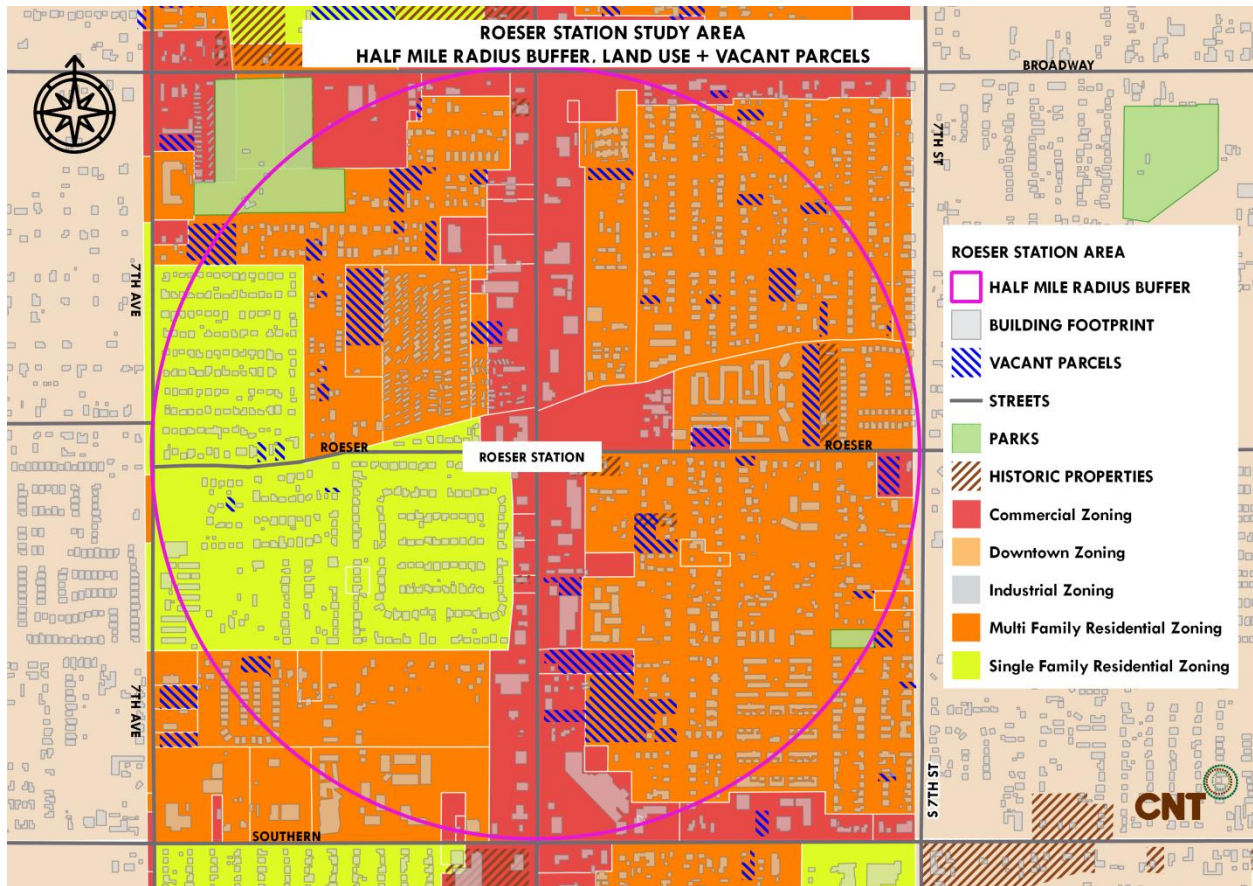
APPLICABLE STRATEGIES

The development of LRT in the Broadway station area could provide an injection of local economic growth by improving connectivity to the east/west and north/south commercial corridors for area residents, relative to other station areas along South Central Avenue LRT Corridor. With the large mobile home park and high percent of homeowners without mortgages 61%, attention must be given to provide tools to protect residents from displacement, these are discussed further in the other papers in this series.

¹⁴ Source: [CNT AllTransit™](#) downloaded 12/12/2018

ROESER STATION

ROESER STATION LAND USE



Map 1e Sources: City of Phoenix, Maricopa County Assessor's Office data portals

While the Roeser station area shows an overlap of zoning land use with the Broadway station area, the southern half demonstrates an increase in single family residential development. There are 380.7 acres of residential property, single family zoning, 100.6 acres, making up a larger presence from Broadway's station area single family housing, 55 acres. This shift increases throughout the remainder of the southern corridor. Commercial acreage, 100.6 acres makes up 20% of land use. Only 5.2%, 25.8 acres of total land use is vacant.

The north-south commercial corridor land use starts changing in this station area with larger strip malls, catering to conventional franchised businesses in lieu of the home-grown small businesses seen along the northern end of S Central Ave.

ROESER AREA RESIDENTS, INCOME, HOUSING + TRANSPORTATION

Homeowners		Renters	
Households	620	Households	1,217
Percent Homeowner Occupied	33.8%	Percent Renter Occupied	66.2%
Median Income	\$39,476	Median Income	\$19,592
Annual Housing Costs	\$4,674	Annual Housing Costs	\$7,978
Transportation Costs	\$10,226	Transportation Costs	\$6,420
Annual H+T Costs	\$14,900	Annual H+T Costs	\$14,398
H+T Percent of Income	37.7%	H+T Percent of Income	73.6%

Table 1e Sources: H+T Index, ACS 5-year survey 2015 calculated within a half mile radius buffer from the proposed station location.

The Roeser station area is mostly residential with only the commercial zoning running along the South Central Ave Corridor. The study area is largely renter occupied, 66%, and renters’ housing costs are 40% of median income compared to 12% for local homeowners. This accounts for the difference in H+T cost burden: 38% for homeowners vs. 74% for renters. Since this area has the highest acreage zoned for multi-family residential of any of the station areas, Roeser also has the highest residential density: 1,837 households. Within the half mile radius, there are more multi-family units than all other stations south of Buckeye.

Housing in the Roeser half mile radius shares two features from the Broadway station area: the large mobile home park on the northern end and city designated single family residential housing. Vacant parcels are not as present in this area, representing only 4% of residential housing. As far as owner-occupied housing units, 60% of the 630 units do not have a mortgage. Looking at Opportunity Zoning within the Roeser station area, 75% of the land falls in qualified census tracts, omitting only one Census Tract: 04013115801.

RESIDENT WORKERS

Station area “resident workers” (i.e. employed adults who live in the station area and may work anywhere in the region) have a large Hispanic-Latino presence, accounting for 60% of the working age population. The remainder of the resident workforce is spread between the Black community at 12% and whites at 80% including white Hispanics.

Resident earnings show the connection between educational attainment and wages. Only 28% of area residents have any college or a degree leaving over 40% with a high school diploma or less and over 31% unaccounted for. Just about 28% earn up to \$15,000 annually and 54% make from \$15,000 to \$40,000 yearly. This leaves only 18% earning enough to meet housing and transportation needs.

STATION AREA RESIDENT WORKER PROFILE

Race	Total Population	Percent of Total	RESIDENT: Earnings	Total Workers	Percent of Total
White	1,482	79.9%	< \$1,250 month	515	27.8%
Black	231	12.5%	\$1,250 - \$3,333 month	1,008	54.3%
American Indian	87	4.7%	>\$3,333 month	332	17.9%
Asian	023	1.2%	TOTAL	1,855	100%
Other	32	1.7%			
Ethnicity					
Hispanic-Latino	1123	60.5%			

Table 2e Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S., CNT H+T Index

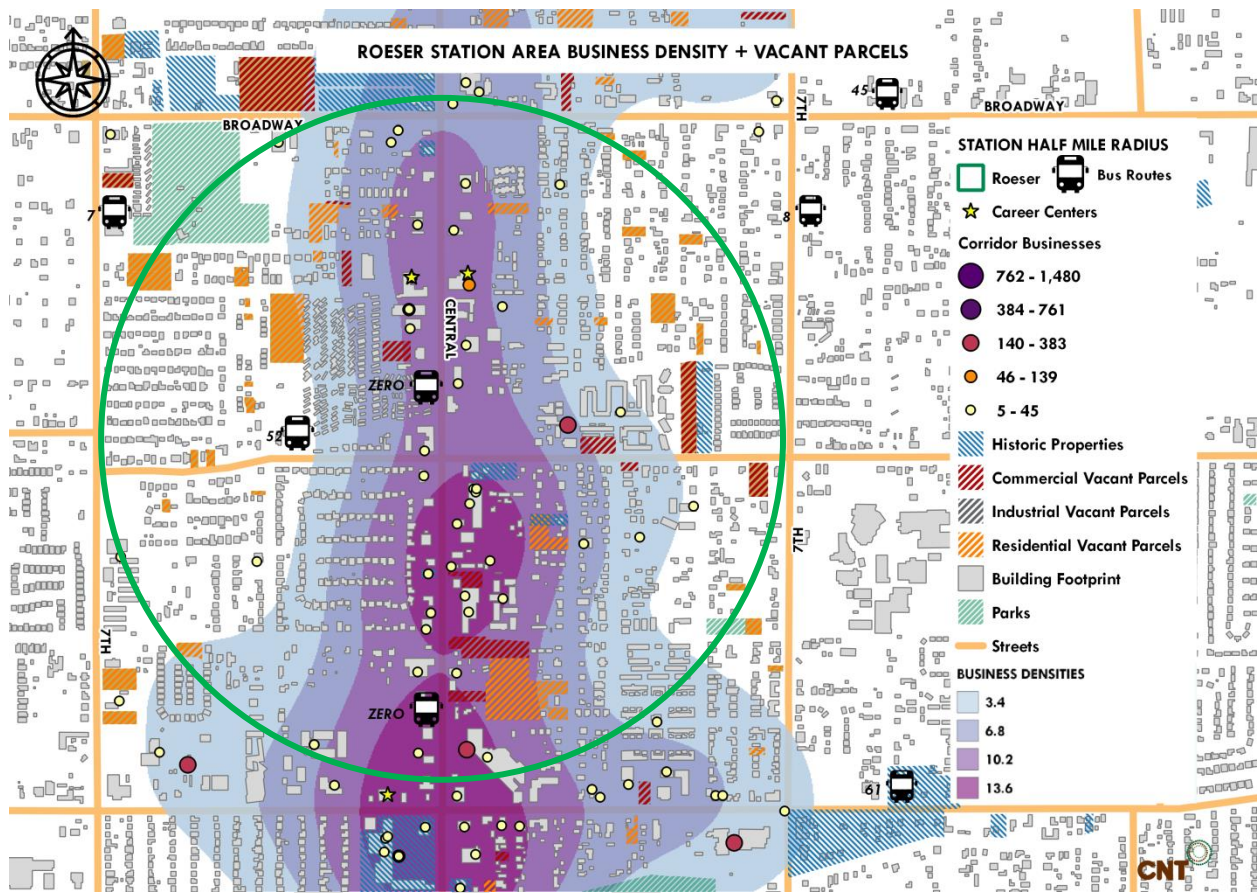
While there is diversity within the resident worker occupations, more workers are in lower paying forms of employment such as Retail 11.9%, Administration + Waste 14.3%, Hospitality 13.7%.

RESIDENT WORKER: Educational Attainment			RESIDENT WORKER: Occupations		
< High School	357	19.2%	Agri, Min, Gas, Oil, Util + Construct	182	9.9%
High School or GED	377	20.3%	Manufacture	158	8.6%
Some College - Associate Degree	350	18.9%	Retail	219	11.9%
Bachelor's - Advanced Degree	175	9.4 %	Wholesale + Transport	123	6.7%
Edu Attainment N/A ¹⁵	596	32.1%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	131	7%
TOTAL	1,855	100%	Info, Prof, Science, + Tech	89	4.8%
			Administration + Waste	263	14.3%
			Education	92	5%
			Health Care	195	10.6%
			Hospitality	251	13.7%
			Public Admin + Other	133	7.2%
			TOTAL	1,836	100%

Table 3e Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S., CNT H+T Index

¹⁵ Educational attainment in U.S. Census On the Map LODS data is for workers aged 30 or older

ROESER STATION BUSINESSES, JOBS, + VACANCIES



Map 2e Sources: City of Phoenix, Maricopa County Assessor’s Office data portals

STATION AREA JOB HOLDER PROFILE

Race	Total Population	Percent of Total	Earnings	Workers	Percent of Total
White	575	83.8%	< \$1,250 month	190	27.7%
Black	50	7.3%	\$1,250 - \$3,333 month	348	50.7%
American Indian	16	2.3%	>\$3,333 month	148	21.6%
Asian	35	5.1%	TOTAL	686	100%
Other	10	1.4%			
Ethnicity					
Hispanic-Latino	311	45.3%			

Table 4e Sources: On the Map US Census ACS 5-year study 2015 I.O.D.E.S.

Retail outpaces all other sectors for employment in this station area at 37% of the available jobs. This is unsurprising considering the changing forms of businesses along the corridor bisecting Roeser and the conventional franchises featured in this station area. Rounding out the top three NAICS clusters are Hospitality with 18% and Education at over 16% of the jobs found within the half mile radius.

JOB HOLDER: Educational Attainment			JOB HOLDER: Occupations		
< High School	118	17.2%	Agri, Min, Gas, Oil, Util + Construct	0	0%
High School or GED	110	16.0%	Manufacture	22	3.2%
Some College - Associate Degree	140	20.4%	Retail	244	35.6%
Bachelor's - Advanced Degree	100	14.6%	Wholesale + Transport	1	.1%
Edu Attainment N/A ¹⁶	218	31.8%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	67	9.8%
TOTAL	686	100%	Info, Prof, Science, + Tech	12	1.7%
			Administration + Waste	12	1.7%
			Education	109	15.9%
			Health Care	73	10.6%
			Hospitality	123	17.9%
			Public Admin + Other	15	2.2%
			TOTAL	686	100%

Table 5e Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S., CNT H+T Index

COMMERCIAL DISTRICTS

The Roeser station area commercial corridor lies along S Central Ave. The commercial district accounts for 24% of the area or 152 acres. Of this, only 6% is vacant. This station area shares many of the primary employers as Broadway: City of Phoenix Fire Department, State of Arizona Economic Security, and KM Woodcraft. However, the leading area employer is Los Altos Ranch Market in the Foothill Shopping Center providing 169 jobs.

TRAVEL + TRANSIT

Currently only 7.6% of station area commuters use Valley Metro transit buses. There are more walkers, 6.4%, and cyclists, 1.1%, than seen at the Broadway station area. Existing service with 8 routes and 2,795 weekly trips provides worker access to over 287,000 jobs within a 30 minute transit ride of this station. Vehicle ownership is mixed: 34% do not own a car, 34% own one vehicle, and the remainder owning two or more vehicles.¹⁷

APPLICABLE STRATEGIES

The land uses and demographics in this station area indicate an ongoing need to preserve and protect existing affordable housing avoid displacement of current renters with the strategies identified in the other papers in this series. Workforce development opportunities to help residents increase their

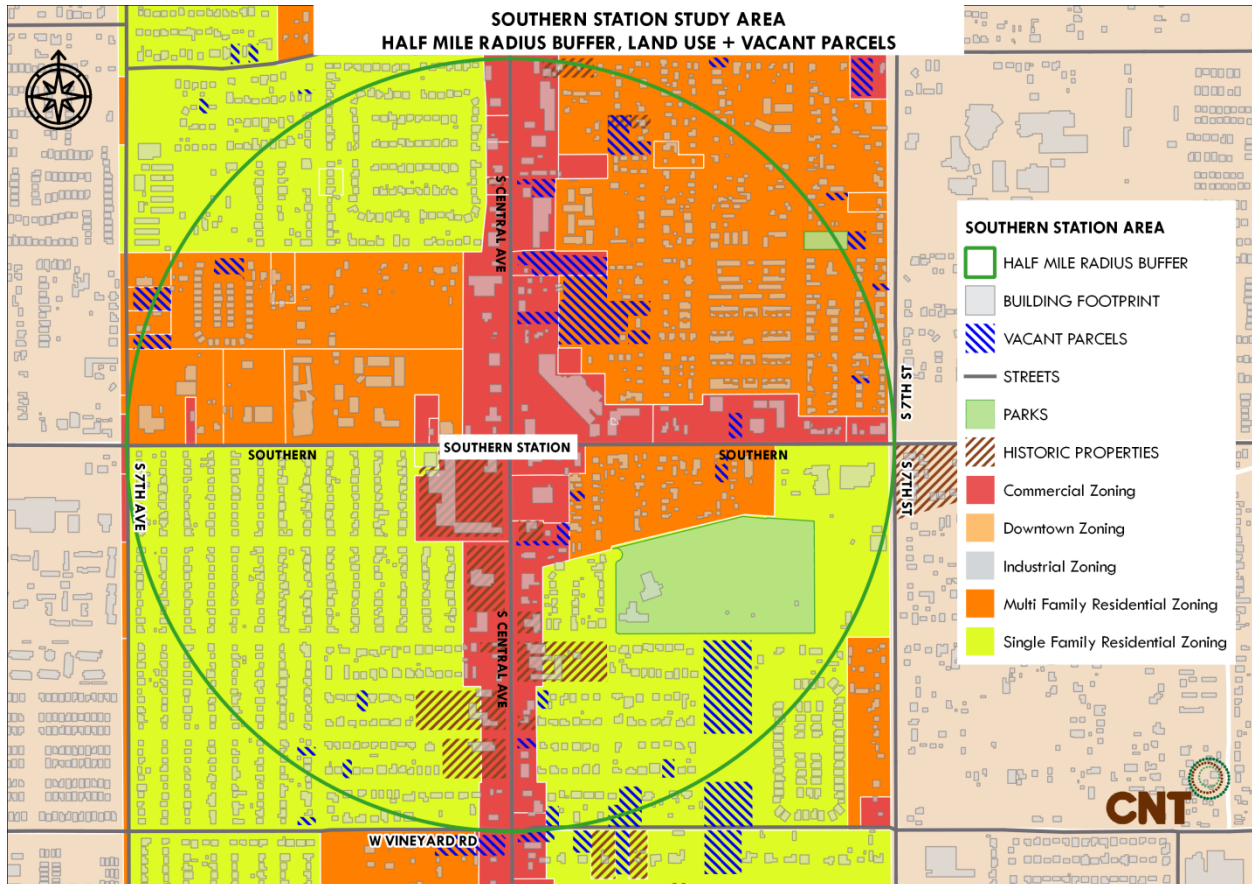
¹⁶ Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

¹⁷ Source: [CNT AllTransit™](#) downloaded 12/12/2018

incomes would also be beneficial here. Access to commercial strips by means other than the automobile could be better supported through complete streets.

SOUTHERN STATION

SOUTHERN STATION LAND USE



Map 1f Sources: City of Phoenix, Maricopa County Assessor's Office data portals

As seen in Map 1f, single family residential land use dominates the fabric of this study area, 230.5 acres/58.6% out of 393.3 acres residential zoning. Commercially zoned land, 106 acres, continues along the S Central Ave corridor but only spreads east along Southern. Overall, the Southern station area only has 4% vacancy, second lowest along the route.

SOUTHERN AREA RESIDENTS, INCOME, HOUSING + TRANSPORTATION

Homeowners		Renters	
Households	640	Households	711
Percent Homeowner Occupied	47.4%	Percent Renter Occupied	52.6%
Median Income	\$41,003	Median Income	\$19,630
Annual Housing Costs	\$5,527	Annual Housing Costs	\$8,607
Transportation Costs	\$11,468	Transportation Costs	\$7,286
Annual H+T Costs	\$16,995	Annual H+T Costs	\$15,893
H+T Percent of Income	41.4%	H+T Percent of Income	81.0%

Table 1f Sources: H+T Index, ACS 5-year survey 2015 calculated within a half mile radius buffer from the proposed station location.

The Southern station area has the largest share of land zoned as single family residential. It is also the second most populous station area along the corridor. The median household income for homeowners of \$41,003 is similar to many other station areas in the corridor, though lower than the median for Phoenix as a whole of \$70,718. Transportation costs are higher than housing, \$11,468 for transportation compared to \$5,727 for housing annually. Renters compose over 52% of this population and their annual median incomes match station areas to the north, Roeser, and south, Baseline. Renter median income in this station area at \$19,630 is lower than for renters in all of Phoenix at \$36,751. Renter housing and transportation expenses fall in line with the Roeser station area, totaling over 80% of earnings.

Looking at the Southern station area land use, this location is largely composed of single family dwellings. Of the 657 owner occupied housing units about 46% do not have mortgages. Vacancy rates are low and reflect the land used for multi-family residential. Only Census Tract: 04013116500 lies within a Qualified Opportunity Zone and it is shared within the Baseline station area.

RESIDENT WORKERS

Ethnically, resident workers (employed adults who live in the station area and may work anywhere in the Phoenix area) are largely Hispanic-Latino, composing 60% of workers living here. Whites make up fewer than 81% of the workers who reside in this station area. The Black community is also represented, accounting for 12% of this population.

Of the workers who reside in the Southern study area, 26% earn less than \$1,250 per month, and 20% earn more than \$3,333 monthly. Over half of resident workers earn from \$1,250 to \$3,333 per month.

Consistent with other stations along the corridor, levels of educational attainment among resident workers, like earnings, cover a wide range. Among workers who reside in the Southern study area, about 19% have not completed high school. However, approximately 40% have an education that includes high school graduation, or some college, or an Associate Degree, and are accordingly positioned to compete

for technical or paraprofessional jobs. Some 11% are college graduates, and the educational status of 30% of is not known, in part because some workers may be school age.

STATION AREA RESIDENT WORKER PROFILE

Race	Total Population	Percent of Total	RESIDENT: Earnings	Total Workers	Percent of Total
White	1390	81.1%	< \$1,250 month	452	26%
Black	203	11.9%	\$1,250 - \$3,333 month	920	54%
American Indian	67	3.9%	>\$3,333 month	341	20%
Asian	23	1.3%	TOTAL	1,713	100%
Other	30	1.8%			
Ethnicity					
Hispanic-Latino	1,031	60.2%			

Table 2f Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

Reviewing resident workers by occupational sector, the Southern station area shows a diverse selection of job holders spread across white collar, blue collar, and service clusters. The top four NAICS sectors contain Administration + Waste 14.5%, Hospitality 11.4%, Retail 11%, and Health Care 9.5%.

RESIDENT WORKER: Educational Attainment

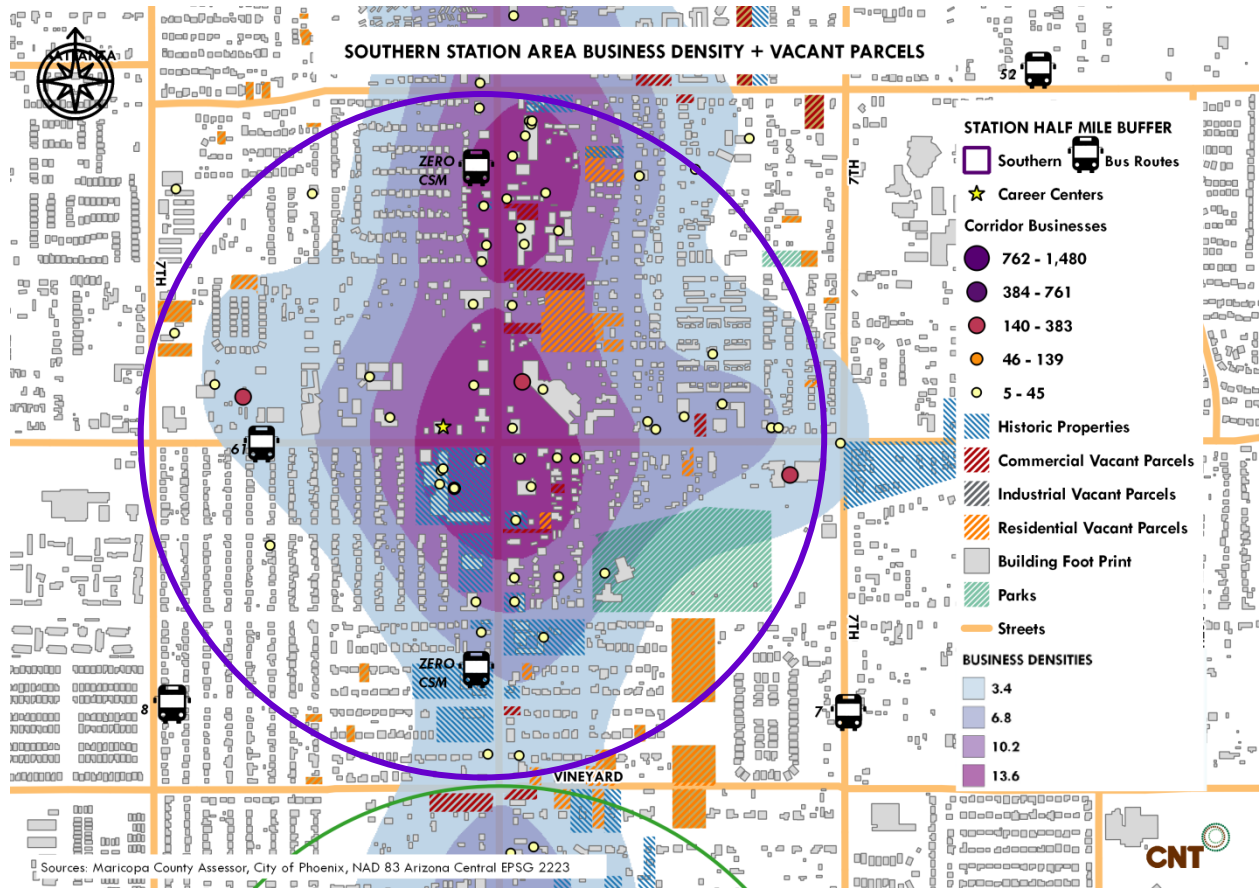
RESIDENT WORKER: Occupations

< High School	326	19.0%	Agri, Min, Gas, Oil, Util + Construct	165	9.7%
High School or GED	344	20.1%	Manufacture	132	7.7%
Some College - Associate Degree	336	19.6%	Retail	194	11.3%
Bachelor's - Advanced Degree	185	10.8%	Wholesale + Transport	134	7.8%
Edu Attainment N/A ¹⁸	522	30.5%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	121	7.0%
TOTAL	1,713	100%	Info, Prof, Science, + Tech	80	4.7%
			Administration + Waste	247	14.4%
			Education	105	6.1%
			Health Care	162	9.5%
			Hospitality	219	12.7%
			Public Admin + Other	130	7.6%
			TOTAL	1,713	100%

Table 3f Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S

¹⁸ Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

SOUTHERN STATION BUSINESSES, JOBS, + VACANCIES



Map 2f Sources: City of Phoenix, Maricopa County Assessor’s Office data portals

STATION AREA JOB HOLDER PROFILE

Race	Total Population	Percent of Total	Earnings	Workers	Percent of Total
White	1,970	75.6%	< \$1,250 month	705	27%
Black	439	16.8%	\$1,250 - \$3,333 month	866	33.2%
American Indian	44	1.7%	> \$3,333 month	1,036	39.8%
Asian	101	3.9%	TOTAL	2,607	100%
Other	53	2.1			
Ethnicity					
Hispanic-Latino	1,172	45%			

Table 4f Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

In the Southern station area, the Hispanic-Latino workers hold more local jobs than in northern station areas. While workers employed in the station area are almost 76% White, there are also more Black employees than in other station areas at 17%. Almost 40% of station area jobs pay over \$3,333 per

month. Data shows that over 43% of these jobs are held by workers that completed some college or earned a college degree.

The Southern station area shows a dramatic change in worker dynamics by industry sector. While Retail makes up 12% of jobs, the Education sector dominates the study area accounting for almost 72% of employment. This concentration of jobs in the education sector is largely due to the presence of South Mountain Community College.

JOB HOLDER: Educational Attainment			JOB HOLDER: Occupations		
< High School	417	16%	Agri, Min, Gas, Oil, Util + Construct	5	.2%
High School or GED	506	19.4%	Manufacture	22	.8%
Some College - Associate Degree	645	24.7%	Retail	317	12.1%
Bachelor's - Advanced Degree	480	18.4%	Wholesale + Transport	3	.1%
Edu Attainment N/A ¹⁹	559	21.4%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	61	2.3%
TOTAL	2,607	100%	Info, Prof, Science, + Tech	21	.8%
			Administration + Waste	9	.3%
			Education	1,874	71.8%
			Health Care	103	3.9%
			Hospitality	176	6.7%
			Public Admin + Other	16	.6%
			TOTAL	2,607	100%

Table 5f Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

COMMERCIAL DISTRICTS

The commercial corridor bisects this study area with commercially zoned land heading eastward on the north side of Southern. Commercial use shows only 3.9 acres as compared to residential vacant acres totaling 16.5 acres.

This station study area is well supported with social and community supportive services. These include South Mountain Senior Center, South Mountain Community Center, Foothills Recreational Center, Travis Williams Family Services Center and Ocotillo Library.

The South Mountain Community College borders both the Baseline and Southern station areas and counts as a major employer for the Southern station area. While anchoring employers within the Southern station area feature the City of Phoenix Police Department, Roosevelt School District offices, and Los Altos Ranch Market, providing 273, 250 and 169 jobs respectively, many smaller franchises support retail and hospitality employment. These include McDonalds 42 jobs, Jack in the Box 37 jobs, Dollar General 35 jobs and the 99 cent Store 25 jobs. The Southern station area has some of the lowest commercial vacancy rates within the whole corridor, accounting for only 4% total.

¹⁹ Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

TRAVEL + TRANSIT

The Transportation Connectivity Index (TCI) for the Southern station area ranks 7 on a scale of 10, which represents relatively good connectivity and accessibility for local residents within the Phoenix metropolitan area. Existing services have 8 routes that provide 2,176 weekly trips and access to almost 215,000 jobs within a 30 minute commute time frame. Currently there are only 2.2% of area residents who walk to work, and no one bikes for their commute. Vehicular ownership deviates greatly as only 9% of households do not own any vehicle, 28.5% own at least one car and over 62% own two or more vehicles.²⁰

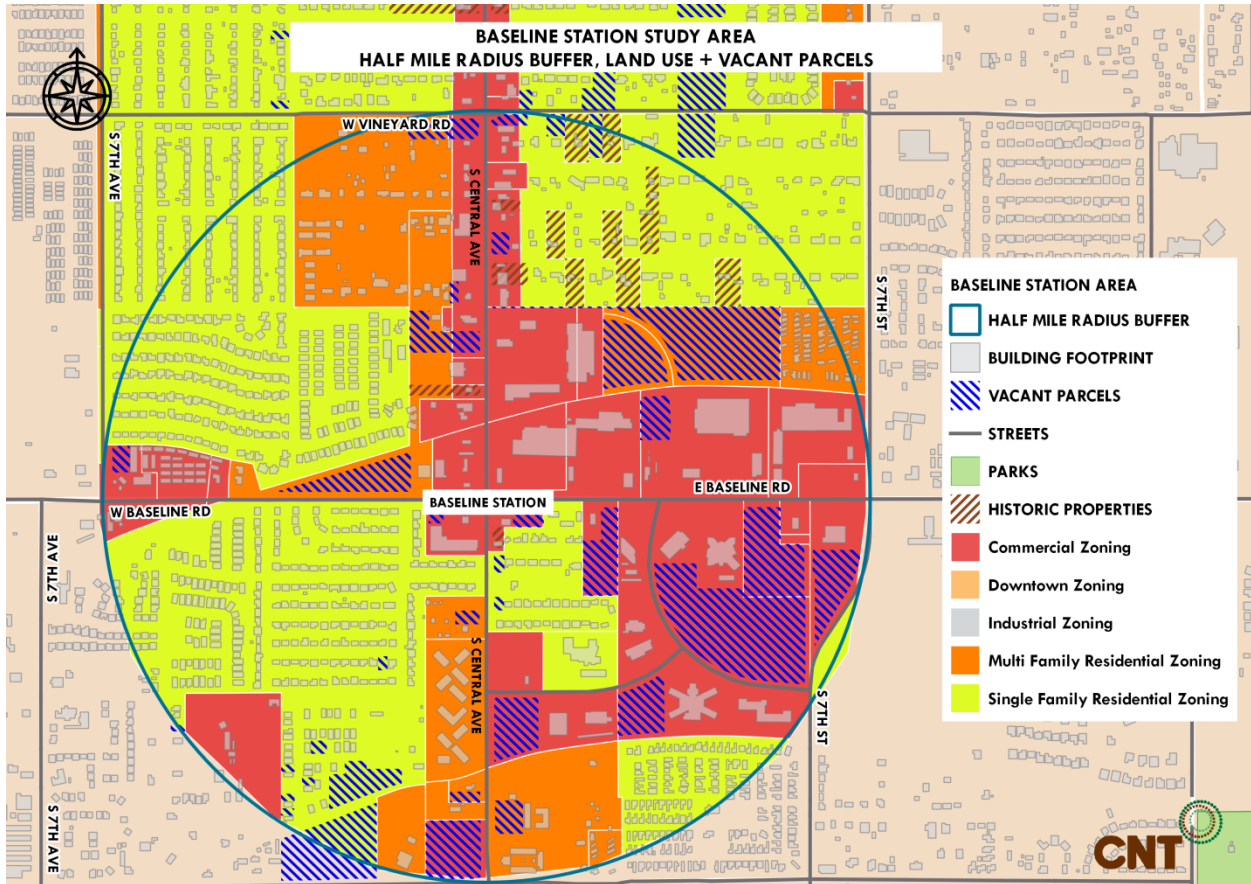
APPLICABLE STRATEGIES

The low share of residents who walk and bike to work in this station area are indicative of the need for sustainable, complete streets and connectivity to job centers. The LRT will increase job access and creating other transit connections to jobs suitable to residents with a high school degree, GED or less is important. The presence of South Mountain Community College presents the possibility of workforce training to increase opportunities and hiring of neighborhood residents to work at the Community College.

²⁰ Source: [CNT AllTransit™](#) downloaded 12/12/2018

BASELINE STATION

BASELINE STATION LAND USE



Map 1g Sources: City of Phoenix, Maricopa County Assessor's Office data portals

At the southern edge of the S Central Ave corridor there is another significant change in zoning, land use and vacancy. While on the west side Residential properties, 317.9 acres, have few vacancies, 12.9 acres. Almost 30% of Commercial zoning, 181.3 acres, is vacant with the majority situated to the east.

BASELINE AREA RESIDENTS, INCOME, HOUSING + TRANSPORTATION

Homeowners		Renters	
Households	591	Households	417
Percent Homeowner Occupied	58.7%	Percent Renter Occupied	41.3%
Median Income	\$49,032	Median Income	\$20,535
Annual Housing Costs	\$9,371	Annual Housing Costs	\$8,332
Transportation Costs	\$11,665	Transportation Costs	\$6,769
Annual H+T Costs	\$21,036	Annual H+T Costs	\$15,101
H+T Percent of Income	42.9%	H+T Percent of Income	73.5%

Table 1g Sources: H+T Index, ACS 5-year survey 2015 calculated within a half mile radius buffer from the proposed station location.

The Baseline station area shows a marked increase in homeownership at 58.7%, which mirrors a higher annual median income of \$49,032. Largely zoned for single family residents, there are fewer households than both the Roeser and Southern station areas. However, over 41% of area residents rent. Renter housing cost burden accounts for 39.7% of annual income. Added to large transportation costs, renter H+T cost burden is 73.5% which is neither sustainable nor equitable.

The Baseline station area features the highest levels of homeownership in the corridor at 59%; single family dwellings are 88% and owner-occupied housing units with mortgages are 68%.

RESIDENT WORKERS

Approximately 53% of resident workers (i.e. employed adults who live within the station area and may work anywhere in the Phoenix region) in this station area are Hispanic-Latino. This station area also has the Corridor's highest percentage of Black resident workers almost 17%. Earnings follow other station areas with most workers making \$1,250 to \$3,333 per month. Almost 24% earn under \$1,250 monthly with the balance, 28%, make over \$3,333 per month.

STATION AREA RESIDENT WORKER PROFILE

Race	Total Population	Percent of Total	RESIDENT: Earnings	Total Workers	Percent of Total
White	1,093	76.2%	< \$1,250 month	341	23.8%
Black	244	17.0%	\$1,250 - \$3,333 month	692	48.2%
American Indian	52	3.6%	>\$3,333 month	402	28%
Asian	23	1.6%	TOTAL	1,435	100%
Other	23	1.6%			
Ethnicity					
Hispanic-Latino	768	53.5%			

Table 2g Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

Higher levels of educational attainment are seen in this station area with only 16% of workers not completing high school. Approximately 45% have an education that includes high school graduation, or some college, or an Associate Degree, and are accordingly positioned to compete for technical or paraprofessional jobs. Some 14% are college graduates, and the educational status of 24% of is not known.

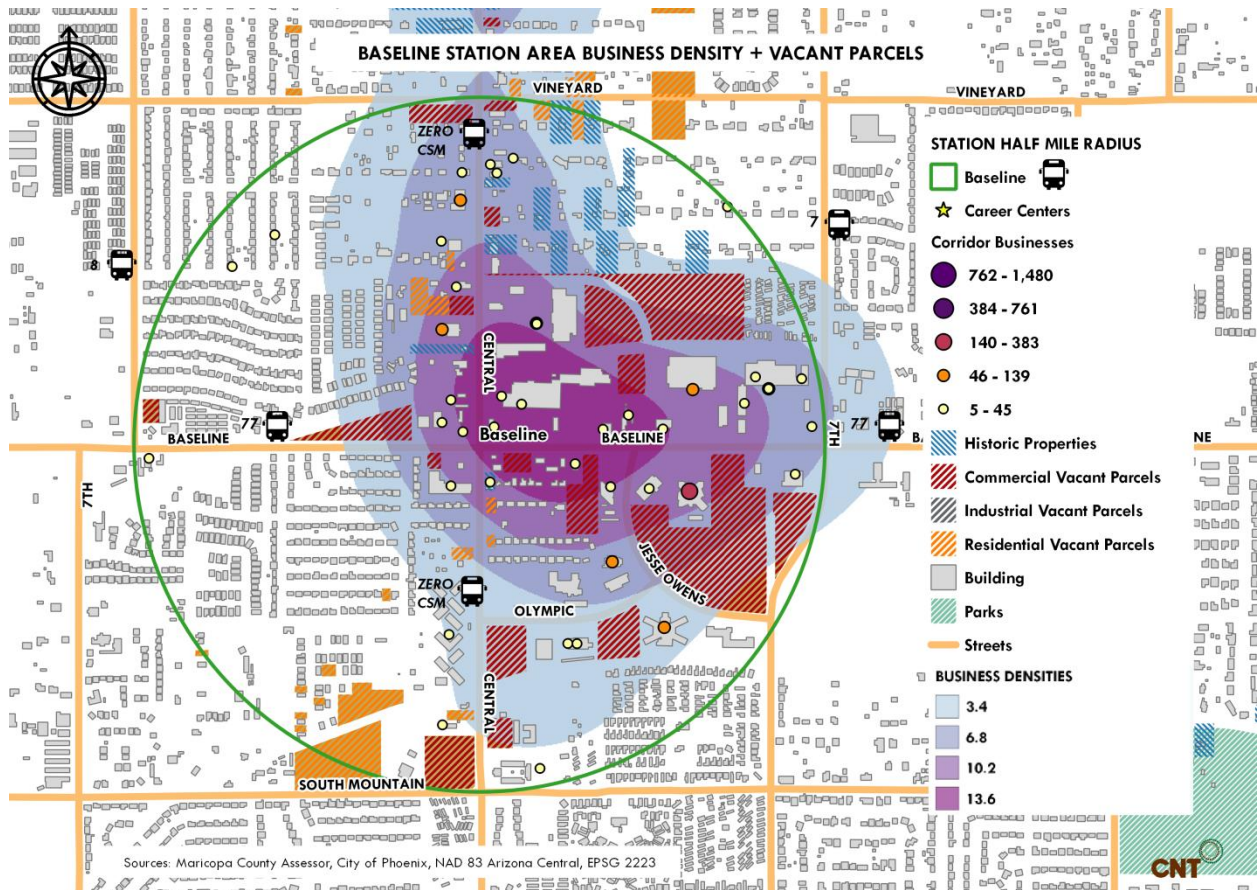
When evaluating resident occupations, the area looks a lot like Southern and Roeser with the majority of workers earning under \$40,000 annually. Workers are employed in a wide variety of industries with Administration + Waste capturing the largest share, 13%, of resident occupations.

RESIDENT WORKER: Educational Attainment			RESIDENT WORKER: Occupations		
< High School	235	16.4%	Agri, Min, Gas, Oil, Util + Construct	129	9%
High School or GED	317	22.1%	Manufacture	129	9%
Some College - Associate Degree	331	23.1%	Retail	146	10.2%
Bachelor's - Advanced Degree	202	14.1 %	Wholesale + Transport	130	9.1%
Edu Attainment N/A ²¹	350	24.4%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	112	7.8%
TOTAL	1,435	100%	Info, Prof, Science, + Tech	68	4.7%
			Administration + Waste	191	13.3%
			Education	107	7.5%
			Health Care	133	9.3%
			Hospitality	169	11.8%
			Public Admin + Other	121	8.4%
			TOTAL	1,435	100%

Table 3g Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S

²¹ Educational attainment in U.S. Census On the Map LODS data is for workers aged 30 or older

BASELINE STATION BUSINESSES, JOBS, + VACANCIES



Map 2g Sources: City of Phoenix, Maricopa County Assessor’s Office data portals

STATION AREA JOB HOLDER PROFILE

Race	Total Population	Percent of Total	Earnings	Workers	Percent of Total
White	662	80.1%	< \$1,250 month	359	43.5%
Black	67	8.1%	\$1,250 - \$3,333 month	352	42.6%
American Indian	48	5.8%	>\$3,333 month	115	13.9%
Asian	33	4%	TOTAL	826	100%
Other	16	1.9%			
Ethnicity					
Hispanic-Latino	326	39.5%			

Table 4g Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S.

Most workers employed in the station area learn less than \$3,333 per month. Workers are majority White at 80% with Hispanic-Latino workers making up 40% of the workforce employed in the station area. Looking at jobs by NAICS occupational sectors, workers employed in the Baseline station area are mostly in retail 45%, and Hospitality 20%.

JOB HOLDER: Educational Attainment			JOB HOLDER: Occupations		
< High School	129	15.6%	Agri, Min, Gas, Oil, Util + Construct	7	.8%
High School or GED	173	20.9%	Manufacture	0	0%
Some College - Associate Degree	177	21.4%	Retail	391	44.8%
Bachelor's - Advanced Degree	83	10.0%	Wholesale + Transport	9	1%
Edu Attainment N/A ²²	264	32.1%	FINANCE INSURANCE & REAL ESTATE (F.I.R.E.)	43	4.9%
TOTAL	826	100%	Info, Prof, Science, + Tech	19	2.1%
			Administration + Waste	120	13.7%
			Education	0	0%
			Health Care	54	6.1%
			Hospitality	172	19.7%
			Public Admin + Other	12	1.3%
			TOTAL	826	100%

Table 5g Sources: On the Map US Census ACS 5-year study 2015 L.O.D.E.S

COMMERCIAL DISTRICTS

The Baseline station area has unique development patterns as compared to the rest of the corridor. This is because planning and development trends follow the suburban style for sprawl with much larger lot sizes and considerably greater presence of single-family residence, also featuring larger lot sizes.

This station area also has the highest commercial vacancy, almost 59 acres. Although the total vacant acreage represents only 13.5% of total station area land, the ratio jumps to over 30% when only commercial land is considered. The morphology of the total commercial corridor changes where it dead-ends at Baseline and moves to the east along Baseline. Current businesses also lean towards the hospitality sector with employment aligned with retail and food services. Government, educational, and health care sectors lead anchor institutions. They include the Jesse Owens Memorial Medical Center, the Valley View and Maxine Bush Elementary Schools, YMCA, ADOT MVD, Vista de la Montana, Mountain Park Health Care and Life Care Center. The commercial corridor is also home to Fry's Food store with 111 jobs, 107 Food City 73 jobs, and the South Phoenix authentic Mexican, family-owned and operated, restaurant, Pancho's Inc.

TRAVEL + TRANSIT

Within the Baseline station area, there are only 4 transit routes that provide 1,169 transit trips per week to residents. This is reflected in the weakest corridor TCI score of 5.2. This means that although 3.79% of commuters use these services, it is considered only modest access. Because of this, there is a dramatic reduction in accessible jobs from the station area. Considering that the Lincoln station area service reaches over 361,000 jobs, this is an opportunity to improve Baseline service that currently only reaches

²² Educational attainment in U.S. Census On the Map LODES data is for workers aged 30 or older

150,000 jobs. There are some workers that walk, 2.2%, or bike to work, 0.85%. Vehicular ownership also reflects the less dense land use of this area, households that rely on cars to commute and access day-to-day needs and incomes that can afford vehicles. Only 10% of residents do not own a car and almost 49% own two or more vehicles.²³

APPLICABLE STRATEGIES

Reviewing job clusters and how they align with opportunities for resident workers for the southernmost station in the corridor, in an area with a significant amount of land zoned as commercial, there should be higher paying employment. Currently, most jobs pay less than \$40,000 annually. Since 37% of workers have either some level of college, or a degree, they represent an academically skilled workforce and should be earning more. While the problem of over-qualified workers employed in service sector jobs is found across the entire country, there is physical space and opportunity to attract businesses that cater to a workforce that has higher levels of education at the Baseline station area.

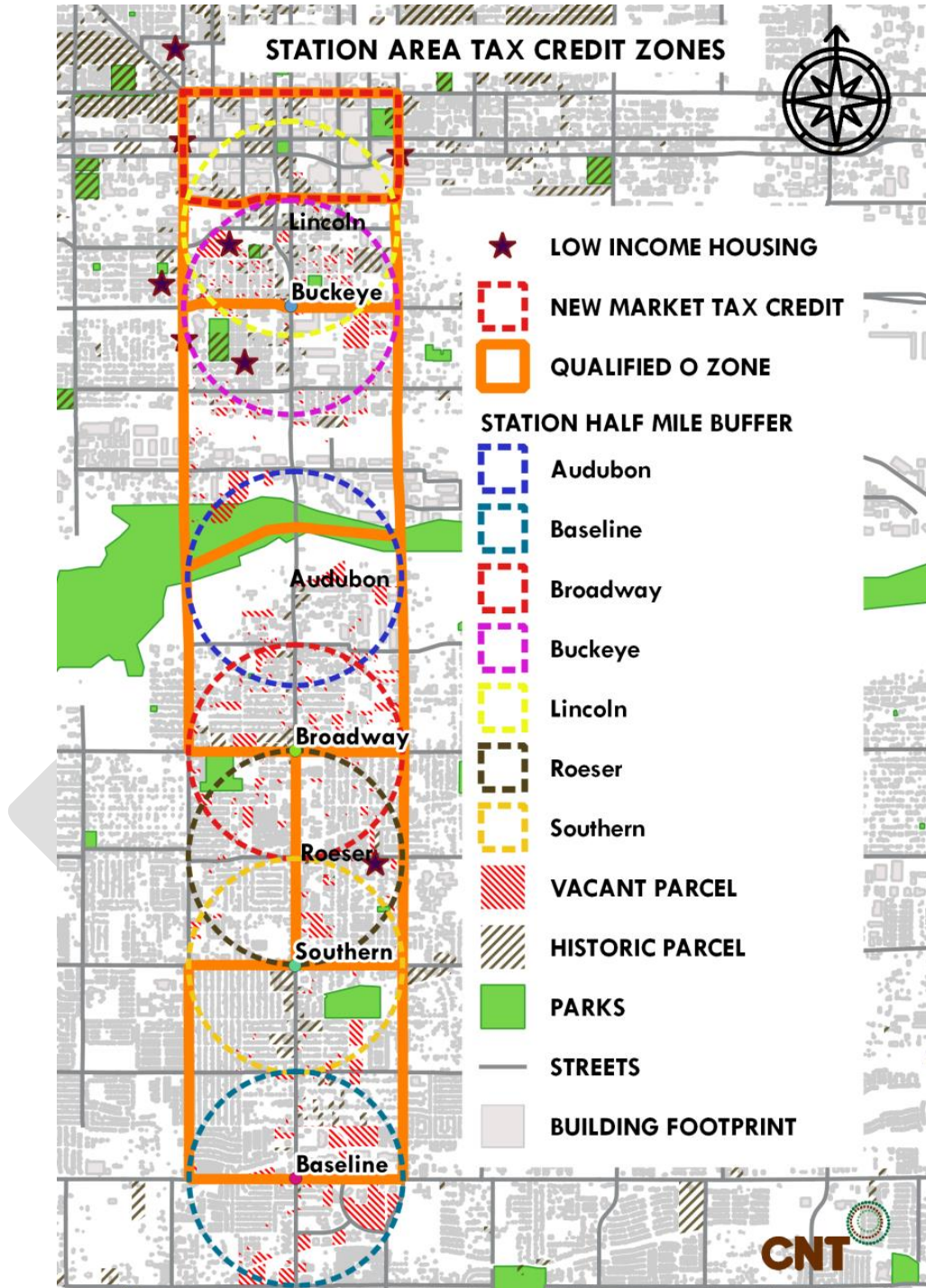
The more suburban forms in this station area call for sustainable, complete streets to help residents safely access commercial areas and job opportunities. Alternative transportation modes to complement transit with last mile solutions may also be relevant in this station area.

Targeted multi-family housing investment near the jobs center of this station area could improve worker housing options, decrease commutes, and increase the customer base for commercial businesses in the area.

²³ Source: [CNT AllTransit™](#) downloaded 12/12/2018

APPENDIX

TAX INCENTIVES FOR DEVELOPMENT



Map 3 Data sources: City of Phoenix, HUD downloaded 12/2018

Opportunities for tax credit tools to fund redevelopment along the corridor include LIHTC for all census tracts. Qualified Opportunity Zones (O Zones) also target most of the census tracts, excluding south of Baseline and west of S Central Ave between Roeser and Southern. There is only one census tract that is eligible for New Market Tax Credit, which is found on the northernmost end of the entire corridor.

Map 3 shows the relations between historic land, vacant parcels along the corridor, and existing Low Income Housing. New O Zone funding tools layered with eligible NMTC and LIHTC census tracts can benefit both local resident and business communities along the proposed light rail train.

NEW MARKET TAX CREDIT (NMTC)

The New Market Tax Credit (NMTC) was authorized in the Community Renewal Tax Relief Act of 2000 (PL 106-554) as part of a bipartisan effort to stimulate investment and economic growth in low income urban and rural communities. By providing a modest tax incentive to private investors, the NMTC increases the flow of capital to businesses and low-income communities. NMTC investors receive a tax credit equal to 39 percent of the total Qualified Equity Investment made in a Community Development Entity with the Credit realized over a seven-year period, amounting to 5 percent annually for the first three years and 6 percent in years four through seven. If an investor redeems the NMTC investment before the seven-year term has run its course, all Credits will be recaptured with interest. NMTC which were set to expire in 2019 now have an indefinite extension and there is opportunity for the NMTCs to grow in coming years.

Within the entire corridor, only the northernmost Census Tract: 04013114100, found in the northern half of the Lincoln station area is eligible for New Market Tax Credits (NMTC).

OPPORTUNITY ZONE (O-ZONE)

The Opportunity Zone (O-Zone) is a Federal development tool within the 2017 Tax Cuts and Jobs Act to spur economic growth and job creation in distressed communities. O-Zones are census tracts which have been identified and nominated by governors and certified by the Treasury Department. Qualified Opportunity Funds are being created as investment vehicles for O-Zones. Qualified Opportunity Funds must hold at least 90% of its assets within qualified O-Zone(s). If an investor holds investment in a Qualified Opportunity Fund for more than ten years, the investor can reduce or eliminate tax paid on appreciation entirely. A few other relevant features of this new investment tool:

1. Funders do not have to live, work, or have a business in an O-Zone
2. Designated areas must meet either high poverty or low-income thresholds. At least 20% of residents within a tract must be below poverty rate and AMI cannot exceed 80%.
3. If at least 70% of a business property owned or leased by a trade or business is within a qualified O-Zone, a requirement of “substantially all” of such business property can be satisfied if other requirements are met. If the property is a building, regulations include that “substantial improvement” is measured solely on the building and not the underlying land.
4. QOFs can be layered with New Market Tax Credits and Low-Income Housing Tax Credits

5. Because nonprofit corporations do not have shareholders, they cannot be invested in directly. It is possible for a QOF to acquire O-Zone property and lease it to a nonprofit or enter into a joint venture.

What this means for Arizona and the S Central Light Rail Transit project:

Three of these O-Zone census tracts (1141, 1142 + 1154) have existing brownfields and are located within the Lincoln study area. These sites can be considered by the IRS as pre-development cost eligible for O-Zone redevelopment. Of the entire corridor, only three Census Tracts do not meet eligibility standards for Opportunity Zone funding strategies.

LOW INCOME HOUSING TAX CREDIT (LIHTC)

According to the Department of Housing and Urban Development, LIHTC is the most important resource for creating affordable housing in the United States today. Created by the Tax Reform Act of 1986, the LIHTC program gives almost \$8 billion in annual budget authority to issue tax credits for the acquisition, rehabilitation, or new construction of rental housing targeted to lower-income households. HUD's database is the only complete national source of information on the size, unit mix, and location of individual projects.

The [database](#) includes project address, number of units and low-income units, number of bedrooms, year the credit was allocated, year the project was placed in service, whether the project was new construction or rehab, type of credit provided, and other sources of project financing. It may also help show how incentives to locate projects in low-income areas and other underserved markets are working. There are around a dozen existing LIHTC properties in or directly adjacent to the corridor.