City of Georgetown
Transit Development Plan

FINAL Existing Conditions Analysis

January 2024

Review of Relevant Plans

Introduction

As a component of the Transit Development Plan (TDP) process, a review of regional and local plans was conducted to ensure alignment with previous and ongoing local and regional transit planning initiatives. **Table 1** displays the selected plans published by local and regional organizations. These organizations include the City of Georgetown, the City of Round Rock, Capital Metropolitan Transportation Authority (CapMetro), Capital Area Rural Transportation Services (CARTS), and the Capital Area Metropolitan Transportation Planning Organization (CAMPO).

Table 1: Georgetown TDP - Relevant Plans

Category	Lead Agency	Title	Year
Local	City of Georgetown	Georgetown Transit Development Plan	2016
		Georgetown 2030 Plan	2020
		Georgetown Future Mobility Plan	2023
		Georgetown Sidewalk Master Plan*	2024
	City of Round Rock	Round Rock Transit Development Plan	2022
Regional	Capital Metropolitan Transportation Authority (CapMetro)	CapMetro Project Connect	2020
	Capital Area Metropolitan Planning Organization (CAMPO)	Regional Transit Coordination Committee (RTCC) Plan	2022
	Capital Area Rural Transit Services (CARTS)	CARTS Transit Development Plan	2023

**Plan under development and will be incorporated on a later date*

Local Plans

City of Georgetown Transit Development Plan - 2016

The City of Georgetown TDP was adopted in 2016 and created a local transit strategy for Georgetown to address transit demand and establish links with current and future regional transit alternatives. The purpose of the plan was to recommend future transit service, outline costs and funding resources, and provide an implementation roadmap. The TDP also enabled Georgetown's participation in CapMetro's Regional Service Expansion Program, and in turn, eligibility for Federal Transit Administration (FTA) Section 5307 Funds for transit implementation.

The TDP included a set of overarching goals that prioritized safety, efficiency, and accessibility. The plan's goals are listed as follows:

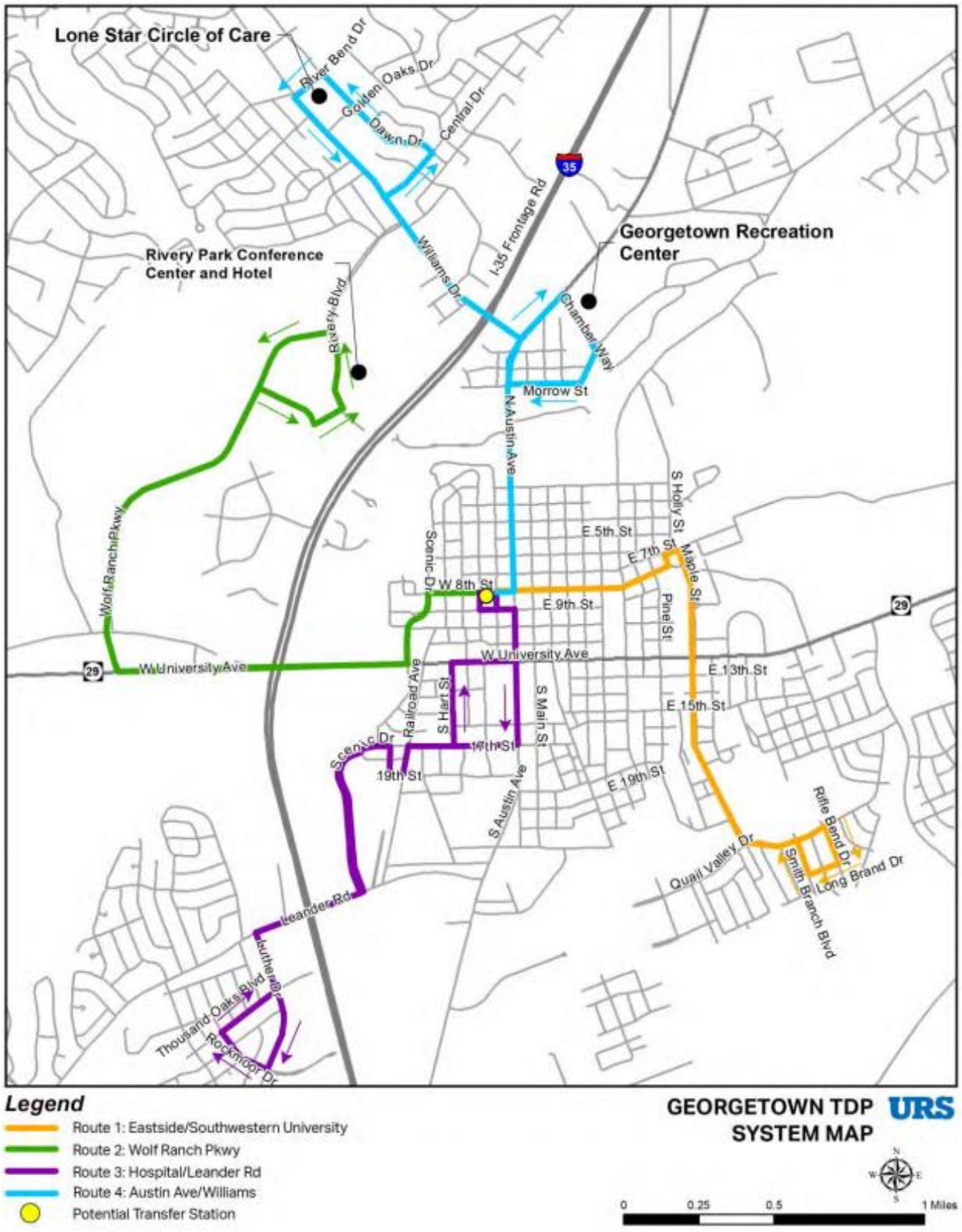
- Provide a safe, reliable, efficient, and accessible transportation option for residents and visitors of Georgetown.
- Adequately address the mobility needs of Georgetown residents.
- Maximize resource utilization and operational efficiency with respect to system administration and operations.
- Develop a local system that operates effectively in the short-term, continues to develop an audience for regional transit options in the mid-term, and will connect the local community to the regional in the long-term.

The TDP process consisted of several steps, including:

- A robust public involvement approach.
- A review of relevant plans and studies.
- An existing conditions analysis.
- A review of existing transit performance.
- The development of a service and operations plan.

The TDP process culminated in the recommendation of a bi-directional network of fixed routes with timed transfers in downtown Georgetown, serving key markets and activity centers within the service area (**Figure 1**). The plan complemented the proposed fixed-route bus system with connections to other transportation modes, facilitating first-mile and last-mile connections for transit riders. Additionally, the plan recommended continuing an Americans with Disabilities Act (ADA)-only paratransit service within the city limits.

Figure 1: Recommended Fixed-Route Transit System, 2016 Georgetown TDP



Source: Georgetown TDP, 2016

The TDP also provided a three-year financial plan outlining operating and capital costs alongside funding resources. Note that the TDP identified local funding sources, beyond the City of Georgetown match, to enhance implementation feasibility. This included a financial set-aside from the Georgetown Health Foundation from fiscal year (FY) 2018 to FY2020 to assist with implementation.

Georgetown 2030 Plan - 2020

The Georgetown 2030 Plan was adopted in 2020 and is an update to the City's 2008 Comprehensive Plan. The purpose of the 2030 plan is to:

- Document past growth experiences to inform future planning initiatives.
- Create a community vision with an actionable plan for implementation.
- Provide guidance for future development decisions and land use evaluations, both residential and commercial, with a focus on fiscal outcomes.
- Engage with the community in a clear and accessible manner to guide and participate in future growth and planning efforts.

The 2030 Plan contains several components, including a plan framework, land use element, Williams Drive Gateway Plan, gateway and image corridors element, housing element, and plan implementation roadmap. The plan is further supported by other efforts, including the Airport Master Plan, Citizen Participation Plan, Downtown Master Plan, Future Mobility Plan, Parks Master Plan, Bike Master Plan, and Utilities Master Plan.

The 2030 Plan is driven by seven themes based on findings from plan's *On the Table* event and an input survey. These involvement efforts were held to understand the community's vision for Georgetown; accordingly, all responses documented in this plan represent general feedback heard from these outreach efforts. The seventh theme focused on the improvement and diversification of transportation options within Georgetown. Note that within this seventh theme, key observations related to public transportation include the following:

- "A need for better public transit within the City. Some residents are unaware of GoGeo transit and feel that the service should be better advertised. Some residents would prefer additional transit options, such as a trolley." Note that trolleys were also discussed in the plan's Downtown Master Plan, and in both instances, were related to a downtown circulator, rather than a special events or chartered service.
- "Residents desire a commuter option that runs to Austin and other surrounding areas."

Figure 2 displays the 2030 Plan's updated goals that were created to remain consistent with the community's current vision.

Figure 2: 2030 Plan Goals

Source: Georgetown 2030 Plan, 2020

Goal 10 below relates directly to the TDP:

- **Goal 10 Improve and diversify the transportation network:** Community input expressed support in incorporating alternative modes of transportation through bike lanes, sidewalks, and the GoGeo transit system.

The Georgetown 2030 Plan's Land Use Element uses guidance from the City's 2008 Comprehensive Plan and based on community discussions held in various formal settings with stakeholders such as Georgetown City Council, the Georgetown Chamber of Commerce, local government partners, and nonprofit groups within the City.

The Land Use Element outlines guiding principles for land development to shape the City's development code and guide plans, programs, and partnerships with the City and its collaborators. Land Use Element strategies include:

- Balancing land uses and housing types across the community.
- Planning infrastructure deliberately in designated Employment Centers.
- Emphasizing integration of land uses, with a focus on transitioning between uses rather than strict separation.
- Defining priorities and elements of complete neighborhoods while promoting proximity to amenities.
- Ensuring stability and investment in existing neighborhoods.

To identify future needs and investments, the plan utilized historic growth data and growth scenarios to describe where Georgetown could grow over the next 10 years. Several target areas were identified through this analysis, and are listed below:

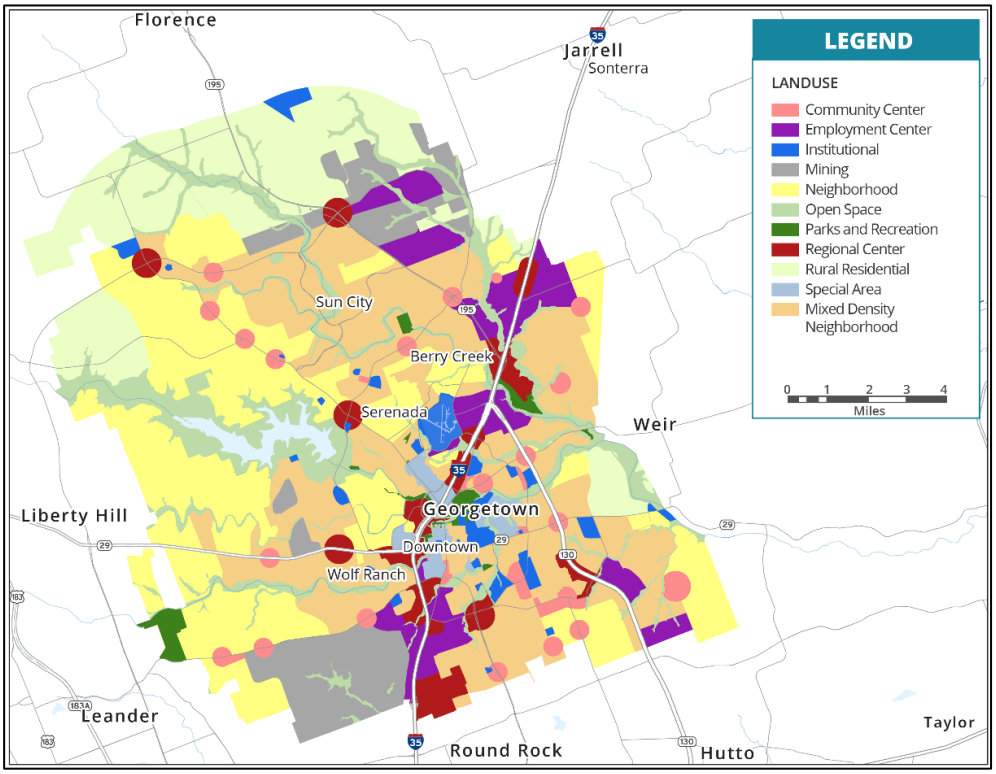
- South and North Austin Avenue
- Downtown and Neighborhoods in Transition Areas
- Williams Drive
- Southeast Georgetown

This future land use exercise enabled the City to develop a set of 15 future land use policies that generally support land use and development that is supportive of public transportation. Land Use Policy 15 is specific to transportation, and defined below:

- **Policy LU.15:** Proactively plan investments in transportation and other infrastructure to leverage partnerships with the business community and interested neighborhood organizations and maintain the level of service as the City continues to grow.

Figure 3 displays the latest future land use map available from the City of Georgetown (December 2023). The map has been updated since the Georgetown 2030 plan was published.

Figure 3: Georgetown 2030 Plan Future Land Use Map



Source: City of Georgetown, 2023

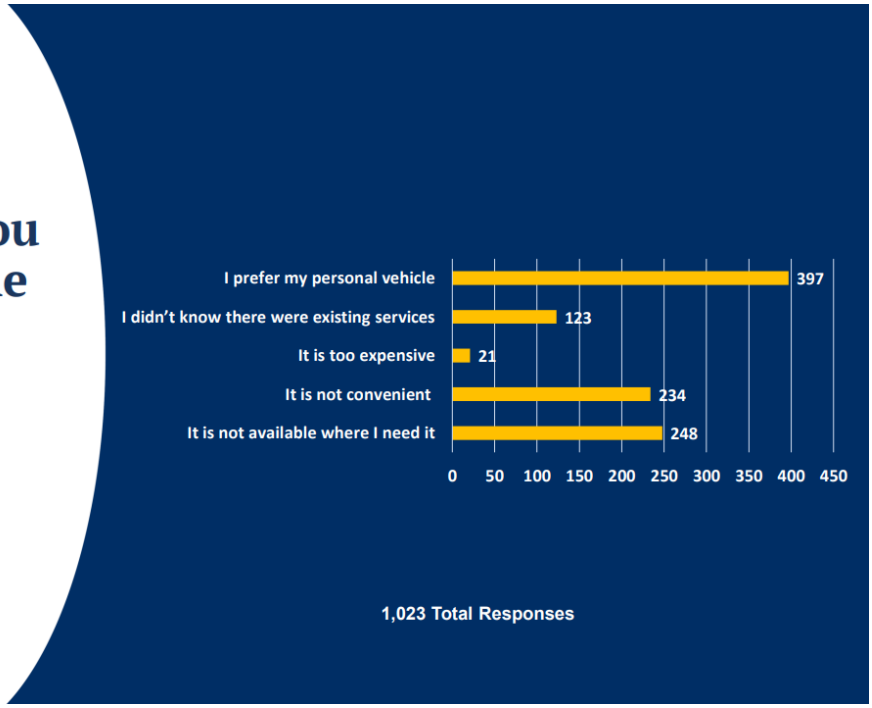
City of Georgetown Future Mobility Plan - 2023

The Future Mobility Plan (FMP) was adopted on December 12, 2023, and is an update to the previous "Overall Transportation Plan," and aims to understand the relationship between land use and the required transportation infrastructure to accommodate it. The purpose of the FMP is to guide roadway improvements and construction of new facilities and outline the City's transportation goals. Further, the FMP outlines the City's future transportation network and helps establish future transportation projects, policies, and standards.

At the time of this plan review, the 2023 FMP study team completed its third public meeting focused on the draft plan review, with methods and findings documented on the project website. The first-round post engagement summary was published on the project website and included feedback directly related to public transit in Georgetown. Key findings include the following:

- There is general interest in future connections to CapMetro's future light rail transit (LRT) options.
- The most common destinations within Georgetown are shopping areas, parks, recreation facilities, community and events centers, and hospitals and medical centers.
- 10% of respondents use mobility aids (e.g., wheelchairs, walking frames, etc.) when traveling.
- Most respondents do not use existing transit services because they prefer their own personal vehicle, find the service is not available where they need it, and think the service is not convenient.
- Out of 710 responses, 695 claim to not use any of Georgetown's existing transit services.
- Respondents would be most likely to use trolley, fixed-route bus, on-demand shuttle, and park & ride transit services. Note that these transit options represent available survey answers and serve to understand the community's transportation vision.

Figure 4: Georgetown FMP Round 1 Engagement Results Example

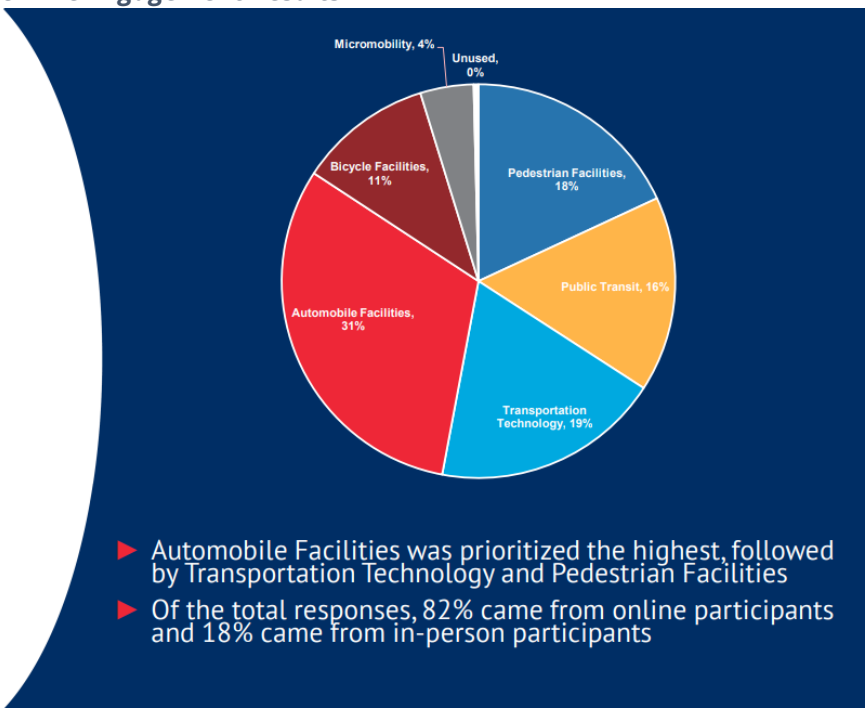


Source: City of Georgetown, 2023

Feedback from the Red Poppy Festival and online engagement was also published on the project website and contained information related to public transit. Through these efforts, participants were provided $10,000 in fictional money and asked to allocate it according to their priorities among six transportation categories, including automobile facilities, transportation technologies, pedestrian facilities, public transit, bicycle facilities, and micromobility.

Figure 5 displays results from the exercise, showing public transit prioritized as the fourth most important category, behind automobile facilities, transportation technologies, and pedestrian facilities.

Figure 5: Red Poppy Festival & Online Engagement Results



Source: City of Georgetown, 2023

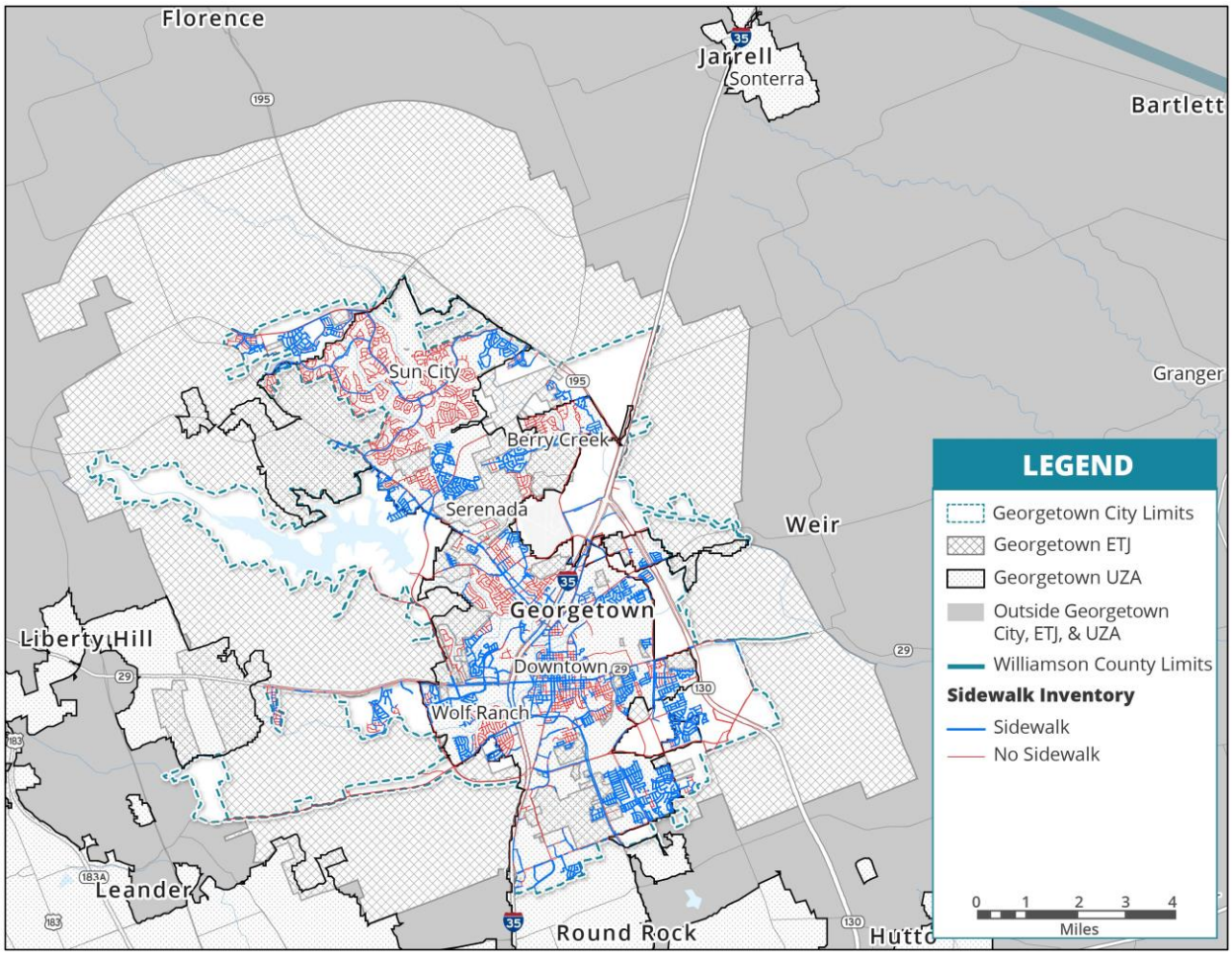
Findings from the final FMP will be incorporated into the TDP document and help inform final recommendations.

City of Georgetown Sidewalk Master Plan - Ongoing

Pending an updated Master Plan in early 2024, the most recent City of Georgetown Sidewalk Master Plan was released in 2014. The City of Georgetown's initial vision was to enhance its pedestrian network by 2025 to create a safe and walkable city for all residents. The purpose of the 2023 plan update is to assess current pedestrian infrastructure, identify design shortcomings, plan for future sidewalk needs, and establish an implementation strategy for all pedestrian facilities within the city limits. The plan will also assist city staff in prioritizing future pedestrian improvements and align with the City of Georgetown FMP and the ADA Transition Plan.

The final release of the Sidewalk Master Plan update is expected in early 2024. Findings from the final document will be incorporated into the TDP document and help inform final recommendations.

Figure 6: City of Georgetown Sidewalk Coverage, 2023



Source: City of Georgetown 2023

Table 2: City of Georgetown Sidewalk Conditions

Sidewalk Condition / Status	Total (% of Existing / Planned System)
Good	44%
Substandard	3%
Failing	1%
No Sidewalk Present	44%
Programmed to be Improved/Added	8%

Source: City of Georgetown, 2023

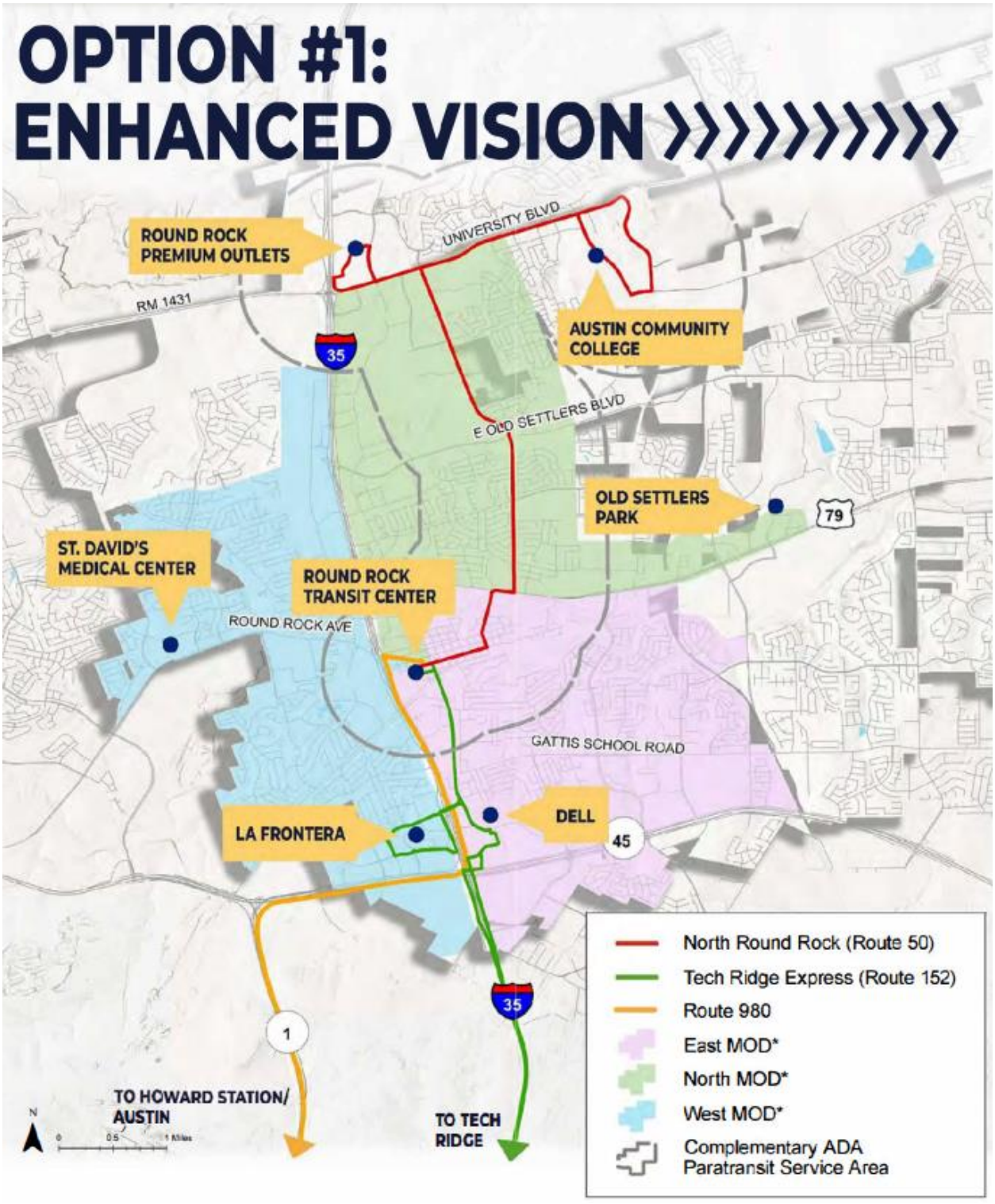
City of Round Rock Transit Development Plan - 2022

The 2022 Round Rock TDP is an update to the City's 2015 TDP and serves as a strategic roadmap for public transportation operations and implementation. The TDP's purpose is to make public transit a practical transportation option within Round Rock and the surrounding region, align transit with ongoing development, provide connectivity for first mile/last mile access, and incorporate technological advancements for user convenience.

The study team analyzed Round Rock's existing operating environment (e.g., population, employment, demographics, key destinations, land use, etc.), existing fixed-route and paratransit services, and travel patterns to develop a recommended transit plan known as the Enhanced Vision Scenario (**Figure 7**). This scenario sought to bridge the gap between community needs and current services by enhancing efficiency, improving existing fixed-route services, and introducing technology-based mobility options. Recommendations included realignments and enhancements to existing fixed-route bus services and the introduction of app-based Mobility-on-Demand (MOD) services. This scenario offered the most cost-effective enhancement option while requiring necessary adjustments to the current transit network. A notable feature of this plan was the introduction of all-day service to Tech Ridge, addressing the community's desire for a regional connection that has now been serving Round Rock for over a year.

Currently, the City's transit services are primarily funded through Federal Section 5307 formula grants and City General Funds. The City of Round Rock is the only regional partner of CapMetro that is a direct recipient of Section 5307 Funding. While various potential revenue sources have been identified and evaluated, the recommended plan assumes that none of these new sources will be available over the next decade.

*Figure 7: Round Rock TDP Recommended Enhanced Vision Scenario, 2022**



Source: City of Round Rock, 2022

** Note that this map represents the City's 2022 transit vision and does not represent current Round Rock transit services which are detailed later in this report.*

Regional Plans

CapMetro Project Connect - 2020

In November 2020, Proposition A, commonly referred to as Project Connect, received approval from City of Austin voters. Project Connect is a multifaceted initiative with a wide range of objectives focused on addressing traffic congestion, expanding services for the regional workforce, lowering traffic-related fatalities, generating employment opportunities, and enhancing accessibility to schools, healthcare facilities, job centers, and Austin-Bergstrom International Airport (AUS). To accomplish these objectives, CapMetro produced a system plan, which entails the incorporation of a new rail system, dedicated bus rapid transit (BRT) lines, and a commuter rail option that connects with the existing Red Line, which will also undergo enhancements. Furthermore, the proposal encompasses investments in all transit routes, the transition to a fully electric fleet, and the establishment of new park and ride facilities across the service area.

An initial study, known as the Project Connect: North Corridor, was released in 2014 and focused on the region's fastest growing communities stretching from Hutto and Georgetown, through Round Rock and Pflugerville into Austin. This study helped develop CapMetro's Initial Investment System Plan in 2021 and was a key consideration in Georgetown's previous TDP.

Regional Transportation Coordination Committee Regionally Coordinated Transportation Plan - 2022

The Capital Area Regional Transportation Coordination Committee (RTCC), within CAMPO, published the fourth update of the Regionally Coordinated Transportation Plan (RCTP) in April 2022. The purpose of the RCTP update was to identify gaps and opportunities in regional coordination and advocate for the efficient use of resources to meet certain transportation goals within the Capital Area. The plan developed five goals to guide RTCC strategy implementation and activities. Goals are as follows:

- Sustain communication, education, and awareness regionally,
- Strengthen and sustain financial opportunities,
- Define and address regional transportation needs,
- Support ongoing coordination, collaboration, and partnerships, and
- Enhance access to healthcare and human services.

To pursue these goals set by the RCTP, the RTCC recommends several actions for local decision makers to progress regional transportation objectives:

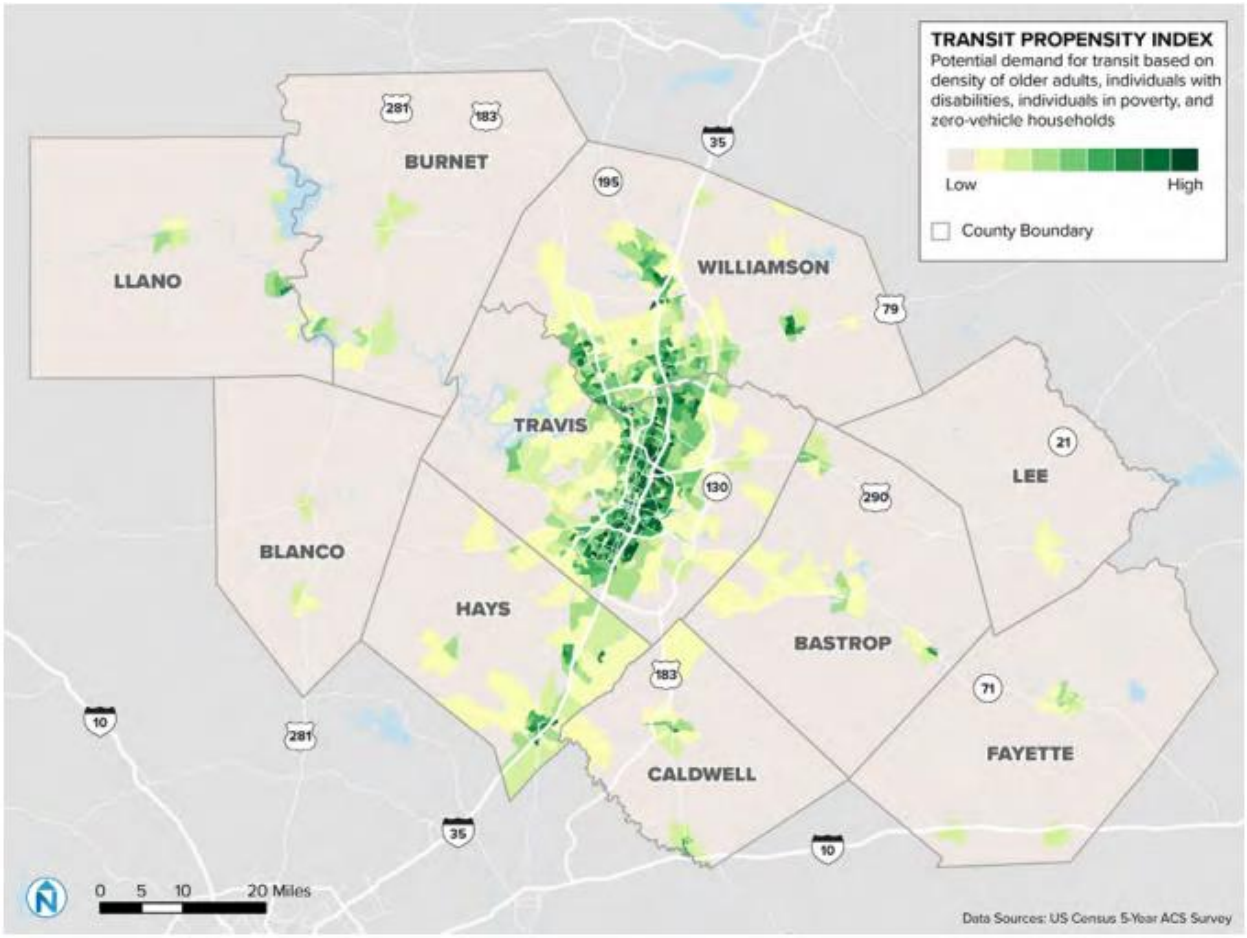
- Consider service expansion planning agreements (e.g., Regional Service Expansion Program) with agencies like CapMetro as strategic regional mobility implementation moves forward.
- Improve communication with stakeholders by updating communities annually on the progress of the coordinated plan for the Capital Area.
- Emphasize tracking the changes to Texas Department of Health and Human Services' Non-Emergency Medical Transportation Program (NEMT). Providing accurate information on changes to services that can improve citizens' abilities to reach medical services for which NEMT will cover certain public transit, taxi service, or commercial transit costs.
- Develop the organization of lead and support roles for strategy development regarding the specific needs of the region. This will include measuring performances with CAMPO oversight for final reporting on the region's mobility plans.

Demographics & Mobility / Access Conditions

The plan focused on several target populations (e.g., older adults, youth populations, individuals living in poverty, limited English speakers) in relation to existing transit services and needs, and estimates that target populations represent 5% to 11% of the regional population. Mobility and access highlights from the plan, related to the City, are listed below.

- Williamson County, specifically the Georgetown area, contains some of the region's highest older adult (i.e., age 65+) population densities.
- Williamson County contains the highest youth resident (i.e., age 10 – 17) populations densities at roughly 12% of the County's total population.
- The City of Georgetown displays high transit propensity scores, indicating high potential transit demand.

Figure 8: Transit Propensity Index



Source: RTCC RCTP, 2022

Coordination & Collaboration

Stakeholders identified a need for more coordination and collaboration within the region. Key points from the plan include:

- Gaps in transportation service were a common outreach theme. Fixed-route transit and ADA paratransit do not serve several outlying areas of the region.
- The plan found that it was difficult to provide affordable transportation in the region because many volunteer-led groups have issues with staffing, education, outreach, and funding.

Regional Transportation Needs

The RCTP's major takeaway regarding regional transportation needs was that needs of urban and rural areas are different and be solved through context sensitive solutions. Further, the plan found:

- Rapid growth can make it hard for transportation services to meet increasing demand. This can have implications on opportunities for federal funding.
- Some agencies noted geographic barriers to service such as rail lines and rivers that can cause major transportation disruptions and increase unreliability.
- Stakeholders noted specific gaps in service. This reflects the need to provide cost-effective transportation service to low-density areas.
- Stakeholders mentioned the need for a seamless regional transit system that is efficient, affordable, dependable, and safe.

Education & Awareness

Providing education and enabling community feedback was identified as potential gaps to bringing awareness of needs for targeted population groups. Additional concerns include:

- Providing the necessary education on mobility options within the region, including active transportation, shared mobility, and micro transit.
- Working with stakeholders in the area to develop a cohesive strategy to provide information regarding transportation and mobility needs.
- When disseminating educational pieces, information should be tailored to specific groups such as students, healthcare sector, and the local workforce.

Funding Needs

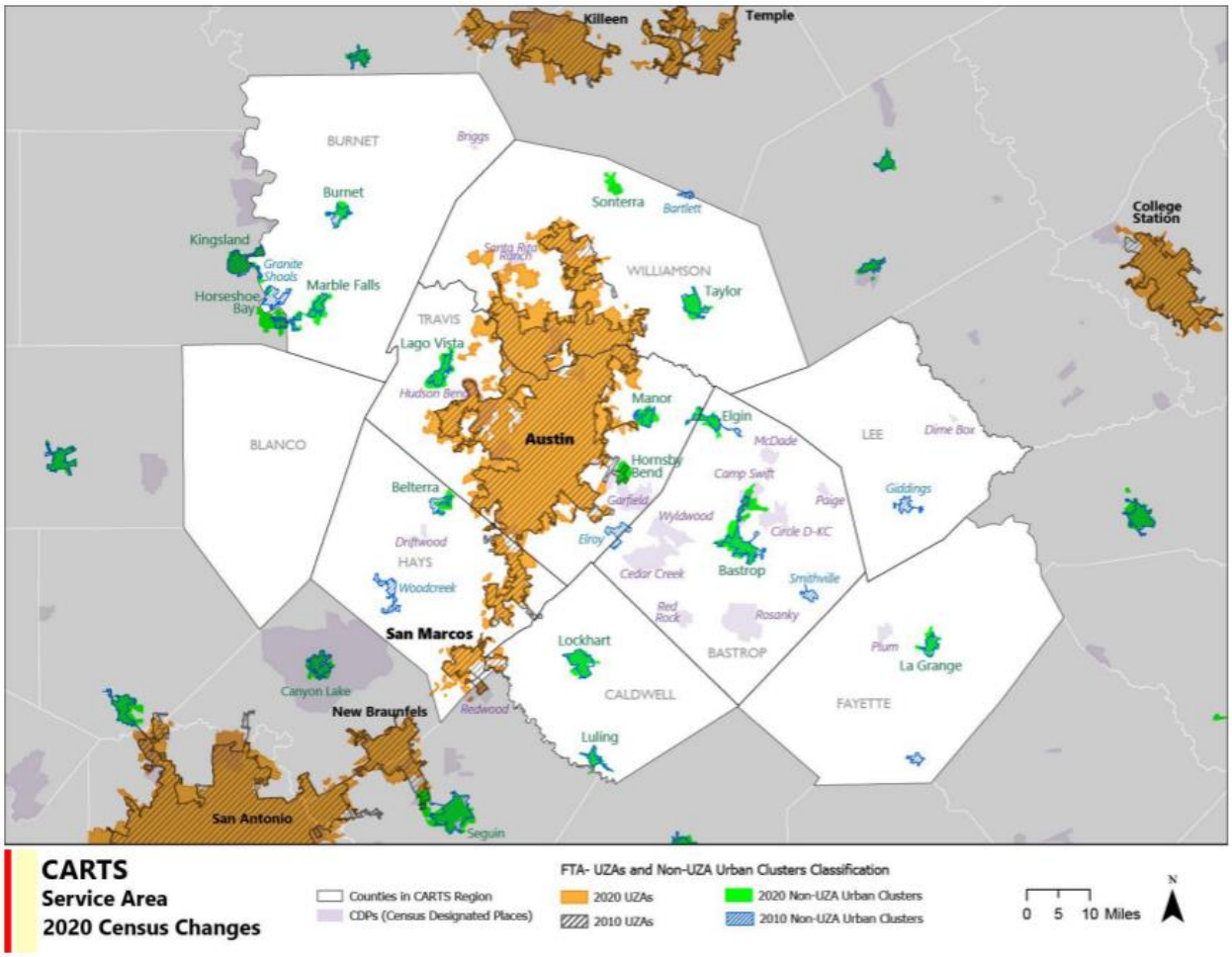
A concern from stakeholders was the issue of funding with varying scale of needs for different localities. Specifically in mind were the needs of rural mobility projects, considering the unique needs these communities seek. Several key takeaways include:

- Regarding community needs, it is imperative to identify whether such action can be fulfilled through existing services. Otherwise, the new service will require funding through TxDOT's Section 5310 Enhanced Mobility of Seniors & Individuals with Disabilities formula funding.
- Internally reviewing the strategy for addressing needs and becoming more strategic with available resources.
- Developing a system to seek potential funding opportunities created by regional partners and promoting regional programs.
- Working with national programs to meet the needs of specific groups like handicapped and elderly. Including partnerships with the National Aging and Disability Transportation Center (NADTC), National Center for Mobility Management (NCMM), and utilizing programs from the Federal Government (E.g., American Rescue Plan Act, etc.)

CARTS Transit Development Plan - 2023

The purpose of the CARTS TDP is to create a 10-year strategy to rebuild ridership and ensure sustainable and equitable access within the agency's nine-county service area. The TDP also seeks to address challenges stemming from recent changes in rural community populations, partially due to changes made by the U.S. Census Bureau's newly established delineations for urban-rural classifications as reported in the 2020 Decennial Census.

Figure 9: Census 2020 Changes in CARTS Region



Source: CARTS Transit Development Plan, 2023

Additionally, the Covid-19 pandemic altered the needs of many residents to reduce the need for traveling and transit, as using online services or telework become more common. Through regional collaboration and public and stakeholder engagement, the TDP helps define transportation needs and guide development solutions in Central Texas over the next decade.

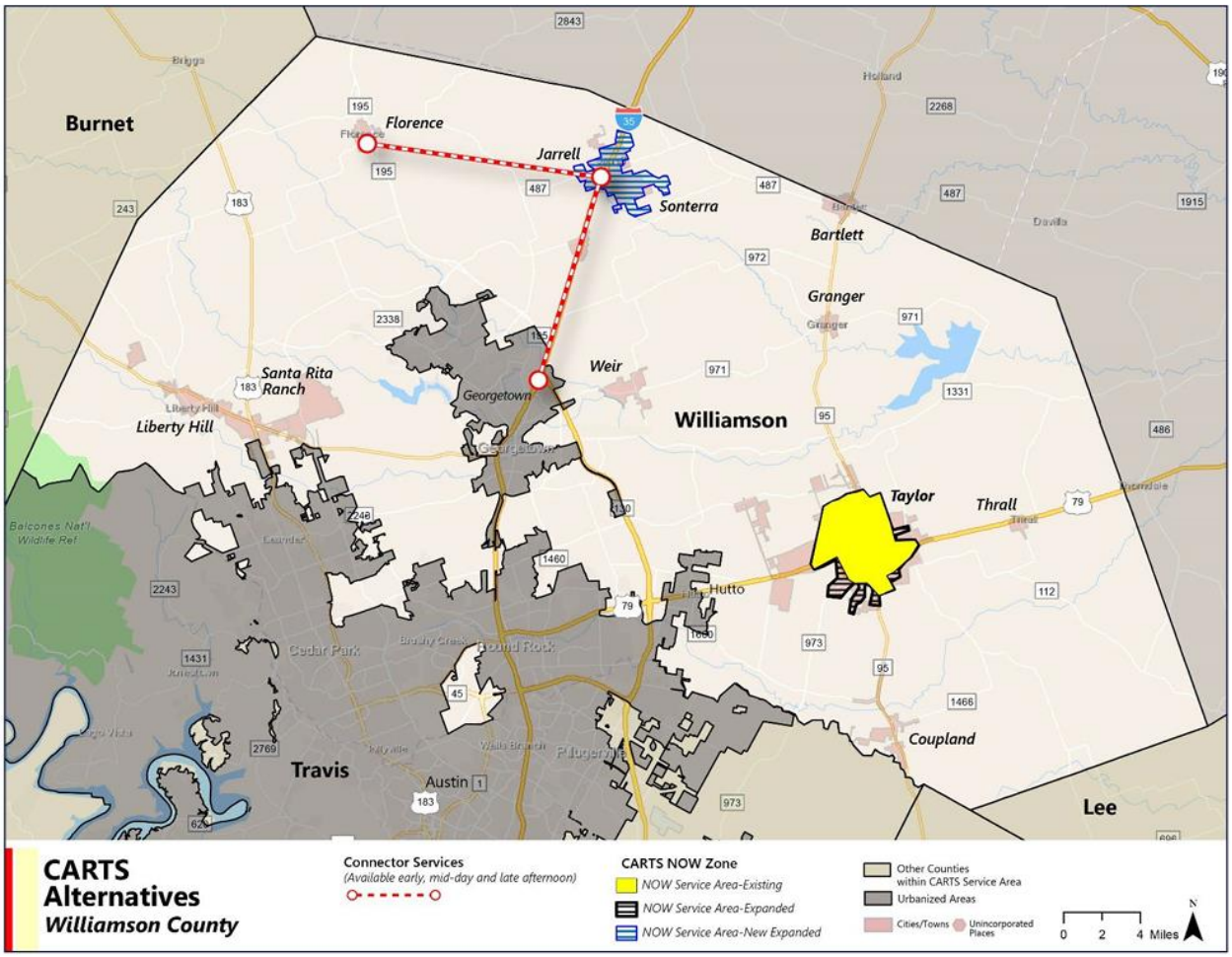
The TDP highlights a decrease in traditional fixed schedule service (i.e., Country Bus) productivity, and an increase in on-demand ridership (i.e., CARTS Now). Accordingly, the TDP recommends extensive utilization of CARTS Now service, introducing innovative service designs not previously seen in the region. The progression includes Priority One and Priority Two strategies, with Priority One focusing on areas with significant destinations and population to maximize ridership. However, in remote rural areas, where efficient service is challenging, ridership isn't the sole consideration. In turn, Priority Two focuses on access and connectivity, emphasizing the importance of providing mobility options in low-density areas with high mobility needs.

Regarding Williamson County and the City of Georgetown, the majority of Williamson County lies outside the CARTS service area. Presently, CARTS provides services in Taylor (CARTS Now), an Interurban Coach route (1511 Red Route), and Country Buses in Jarrell, Sonterra, and Florence. The TDP examined gaps and opportunities in population centers in Williamson County to determine potential for additional service. The proposed strategies for expanding and supporting Williamson County CARTS service include:

- Expanded service in Taylor, particularly as Samsung becomes operational, serving as an expansion vehicle as part of the CARTS Now Expansion service, improving CARTS Now service coverage in Taylor.
- Additional service in Jarrell/Sonterra and surrounding areas, operating as a single-bus service.
- Additional connector service from Jarrell/Sonterra to key destinations in the Georgetown/north Round Rock area, including early morning, mid-day, and evening round trips.
- Additional Country Now service, either zonal or on specific days and times, providing connector service to smaller communities along the route.

Figure 10 displays the TDP's recommended service alternatives within Williamson County, highlighting the proposed improved Connector service connecting Jarrell/Sonterra to Georgetown. Regarding this service, the TDP recommends adding a mid-day round trip so users can better access shopping, medical facilities, and other activities within Georgetown. This recommendation suggests the potential for increased coordination between CARTS and the City of Georgetown moving forward.

Figure 10: CARTS TDP Service Alternatives Map



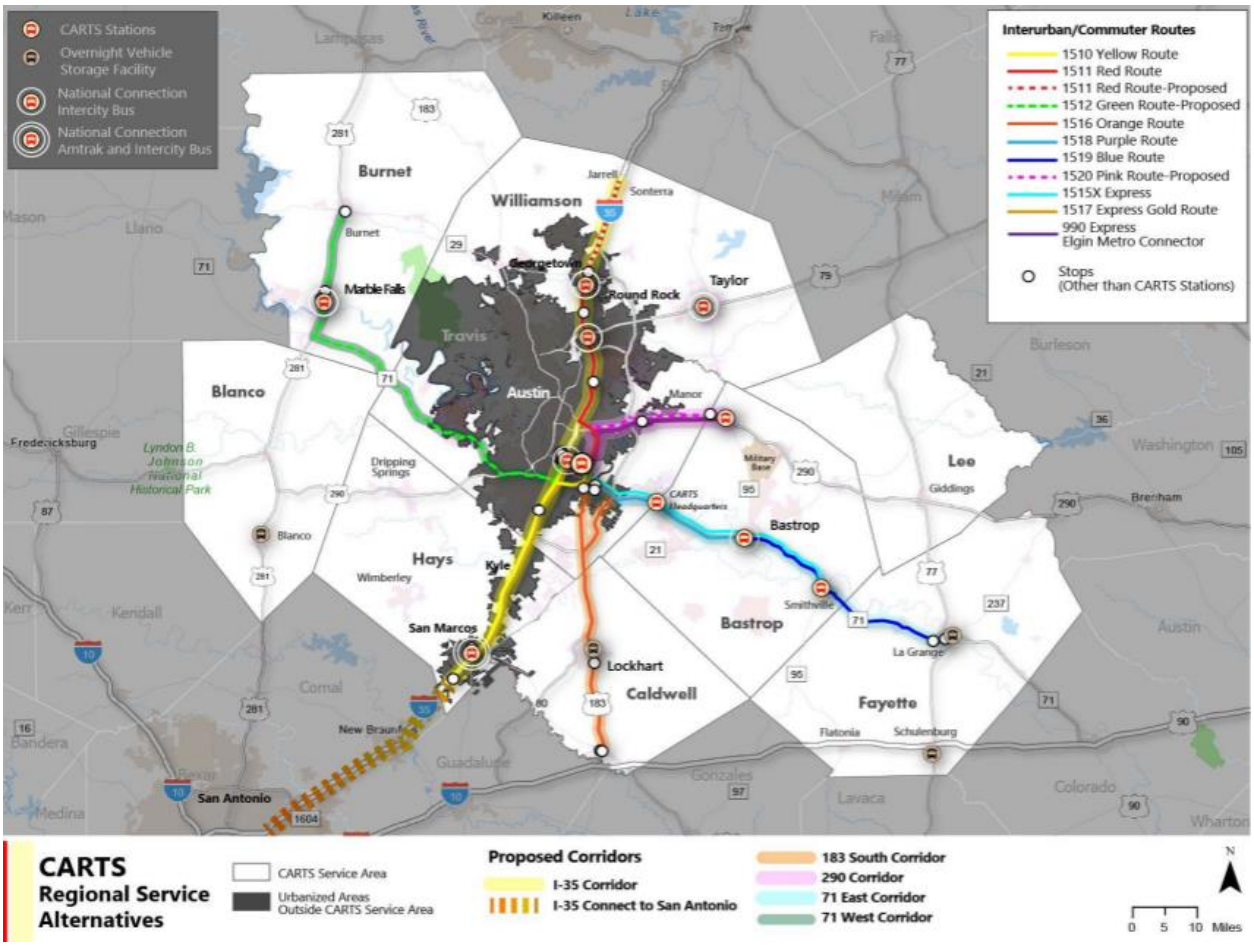
Source: CARTS Transit Development Plan, 2023

CARTS also operates various Interurban and Commuter Routes, many of which run on the same corridor and have experienced decreased ridership following the pandemic. In response to these findings, the TDP recommends the following changes to existing regional services:

1. **Interurban New Stops:** The TDP identified limited stops in Austin (i.e., East Side facility) as a barrier to increased ridership. CARTS recommends adding more stops at key destinations within Austin, such as downtown, the capital complex, universities, and major medical facilities.
2. **Interurban Extended:** CARTS recommends introducing Interurban Extended services for persons with disabilities that need a one seat ride for service into surrounding areas. These services would be available one day a week, and are recommended for Georgetown's existing 1511 Red Route, as displayed in **Figure 11**.

3. **Mid-day Returns:** The TDP identified a need for select services to add mid-day return trips to better align with user needs related to health care, personal business, recreation, and other activities.
4. **Consolidate Schedules and Rename Routes:** CARTS identified a need to revise schedule displays and to rename routes in a descriptive manner to better align with the corridor used.

Figure 11: Proposed Regional Corridors, CARTS Service Area



Source: CARTS Transit Development Plan, 2023

In addition to extending the 1511 Red Route, the TDP also recommends starting the first bus earlier in the day to make the route more viable for commuting.

Market Analysis

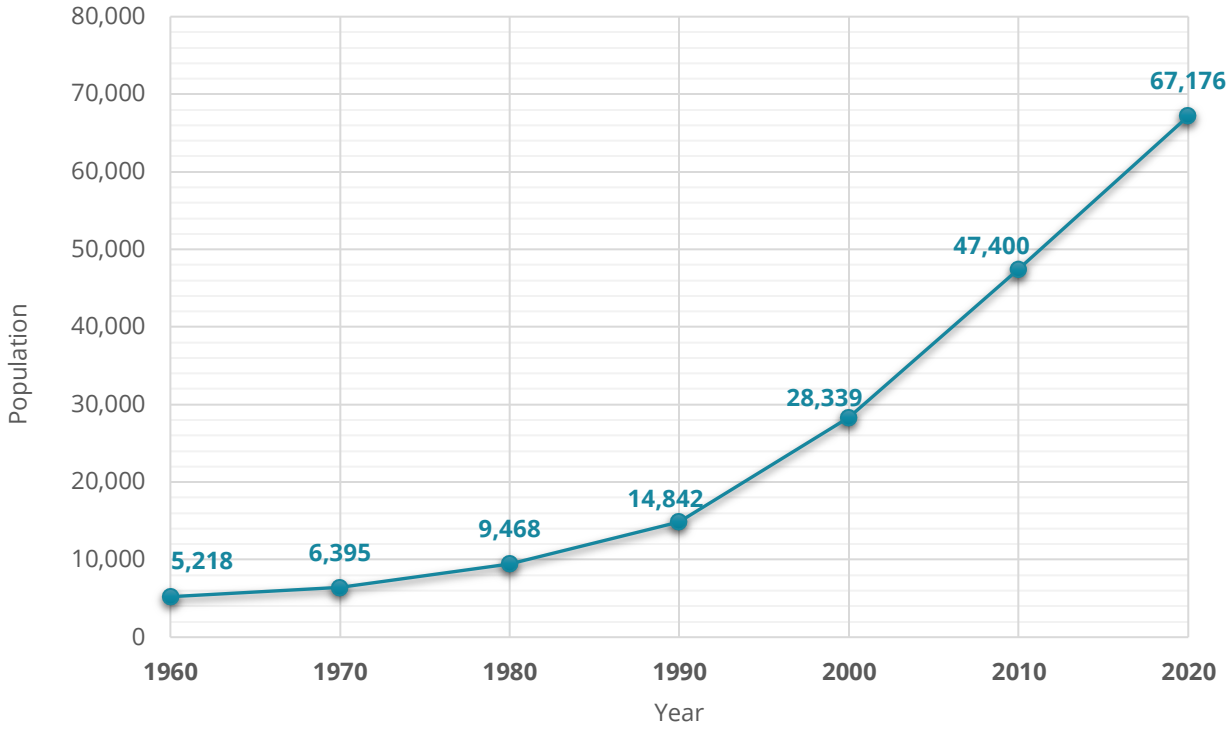
Introduction

This section summarizes findings from demographic, socio-economic, and travel pattern analyses (i.e., Market Analysis) conducted by the project team. The Market Analysis provides information to locate communities and areas within the City that are most likely to benefit from public transportation services.

Population Growth

The City of Georgetown is located north of Austin within Williamson County. Since 1960, the City has seen rapid growth (**Figure 12**). In the last decade, Georgetown's population has grown by 41% and the Census Bureau estimates that the population of Georgetown in 2022 was over 86,000; this would make Georgetown the fastest growing city in the nation among cities with a population of at least 50,000. The City is slated to continue this trend, and with that growth, will continue to densify in response to the surrounding region's growth patterns of the surrounding region.

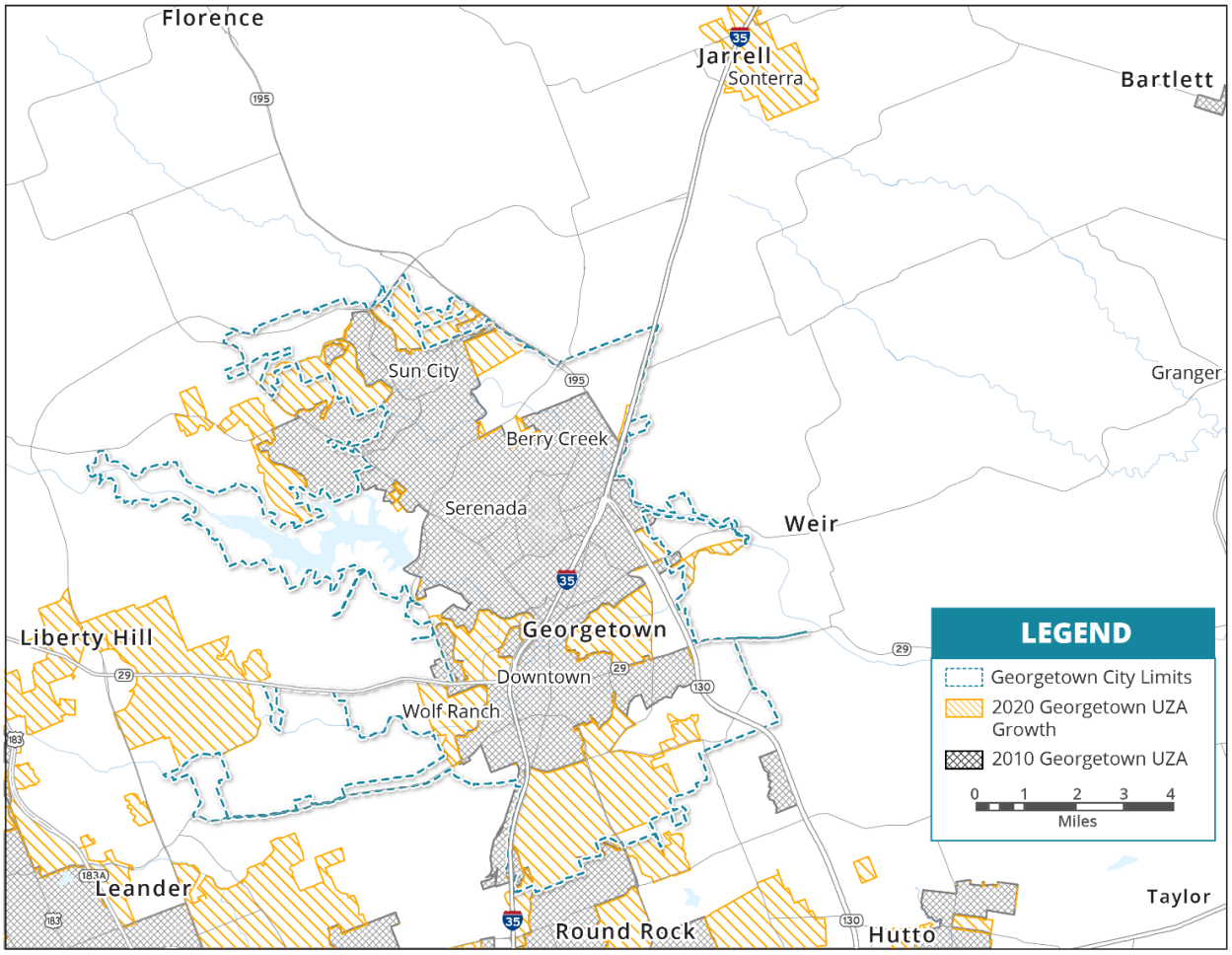
Figure 12: Georgetown Population by Decade



Source: U.S. Decennial Census, 2023

This ongoing and projected population growth is displayed through the City's expanded urban area boundary, shown in **Figure 13**. Since 2010, the urban area has increased from 34.51 square miles to 50.36 square miles, representing a 46% increase in size. Further, the urban area just within the ETJ has increased from 8.66 square miles to 16.74 square miles, representing a 93% increase in size.

Figure 13: Georgetown Urban Area Change Over Time, 2010 – 2020

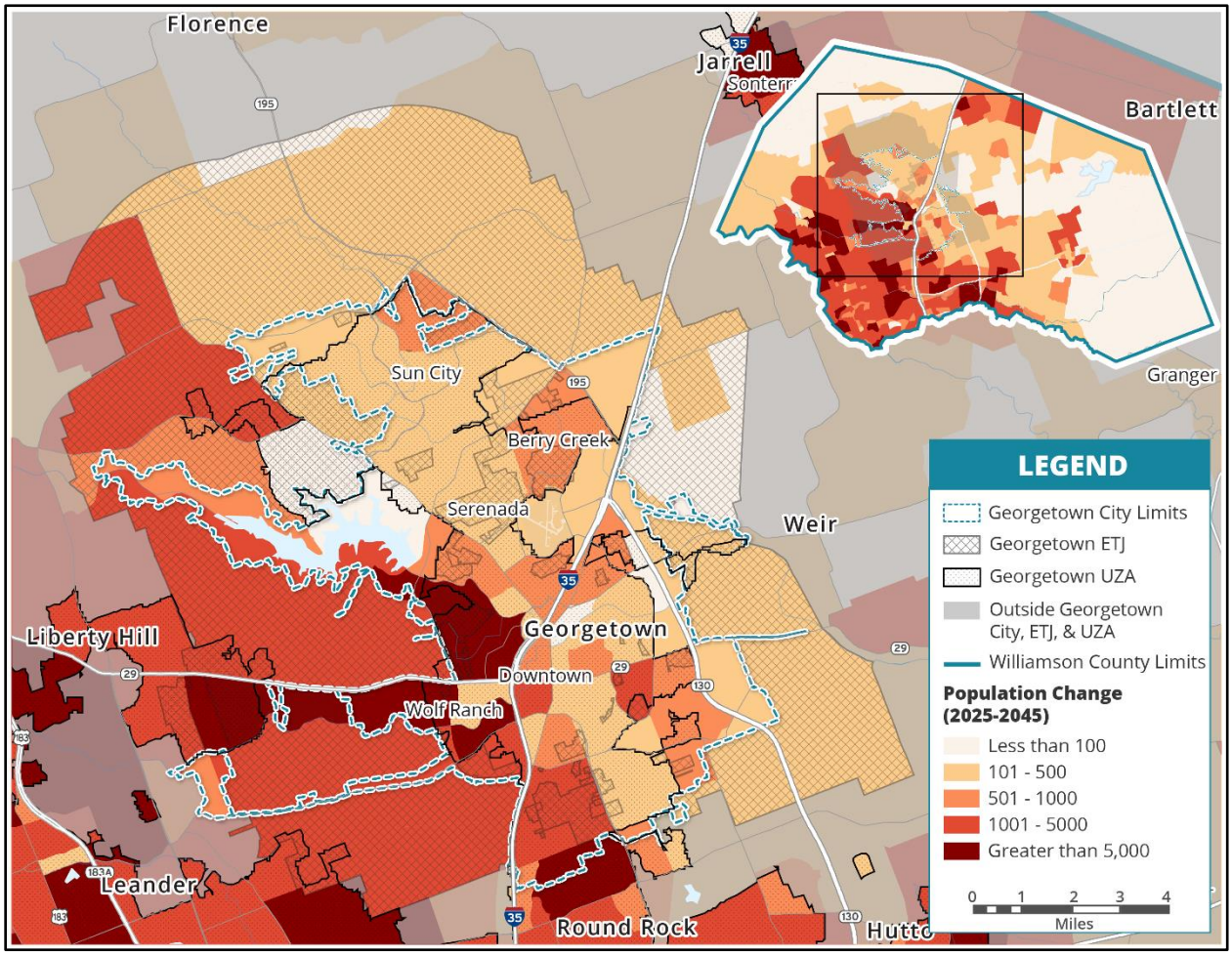


Source: U.S. Census Bureau, 2023

Anticipated Population Growth Patterns

According to Regional Transportation Plan (RTP) demographic projections developed by CAMPO, Georgetown will continue to experience growth with highest rates of growth slated to occur in the southwest of the City. Growth will continue along I-35, which bisects the City and acts as a major connector to the State and region's jobs. The most intense growth is expected along SH-29 between the City and Leander/Liberty Hill. Within the City core, nearest to the Historic Downtown, heavy growth is anticipated west of I-35 where development along Wolf Ranch Parkway, DB Wood Road, Southwest Bypass, and Leander Road could continue. Large tracts of undeveloped or under-developed land, and industrial and mining uses flank these corridors that are adjacent to large private investments like commercial centers, new housing, and communities (e.g., Wolf Ranch).

Figure 14: Projected Population Growth, 2025 – 2045



Source: CAMPO 2045 RTP Demographic projections

Population Density

Out of several demographic metrics that can indicate strong transit demand, population is among the most important. As an industry standard, a given area typically needs at least eight people per acre solicit transit demand sufficient for fixed-route service (bus that operates on a designated route and has scheduled stops along the route). Other demographic metrics play a role in determining transit propensity and will be outlined in this chapter.

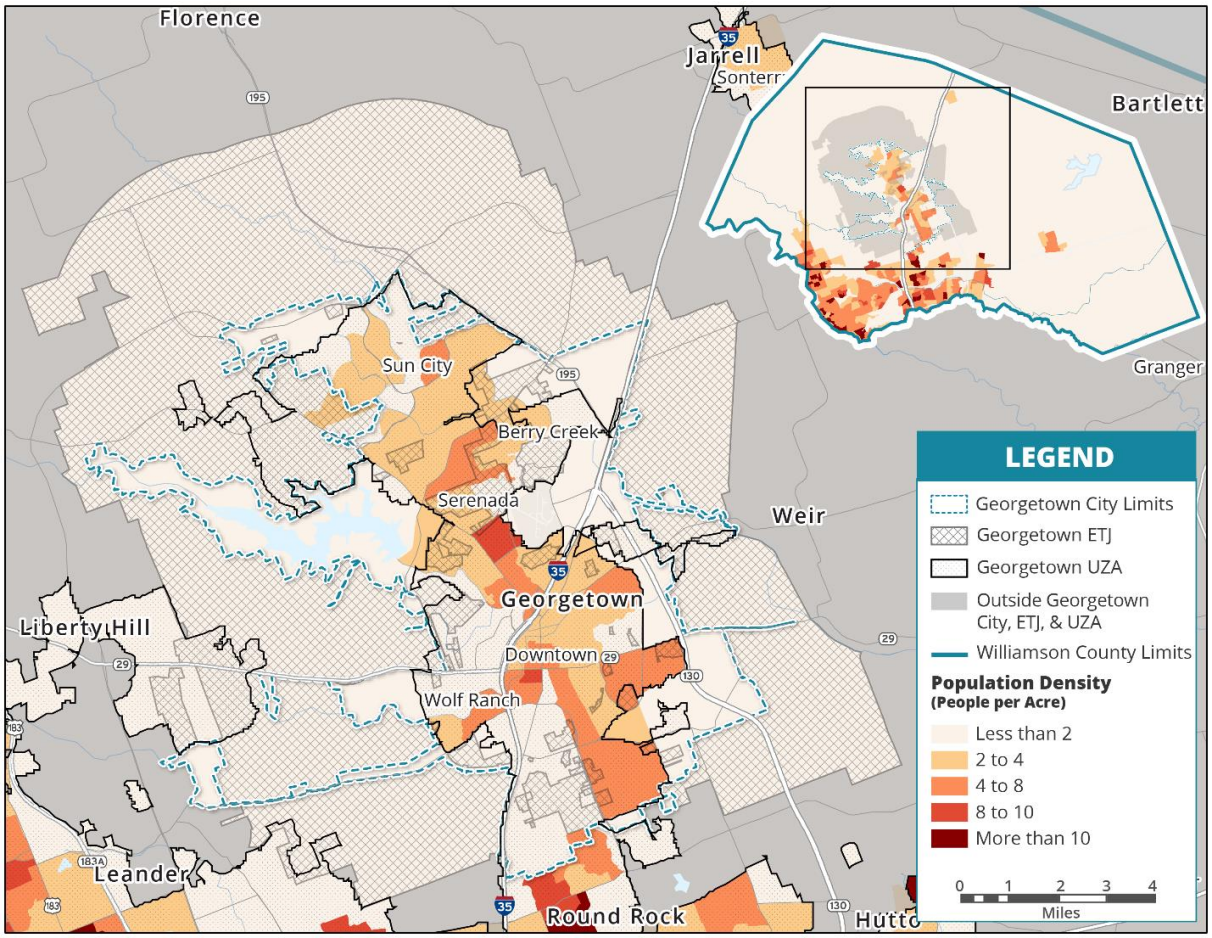
Georgetown features two areas with medium – high densities (range 8-10 per acre):

- Downtown, south of W University Avenue
- Williams Drive, north of Lakeway Drive

Other areas with medium densities include (range 4-8 per acre):

- Shell Road north of Serenada
- Williams Drive north of I-35
- Downtown Georgetown
- East of FM 1460
- South of Southwestern University
- Sun City

Figure 15: Population Density (Persons per Acre)



Source: US Census Bureau 2021 5-Year American Community Survey

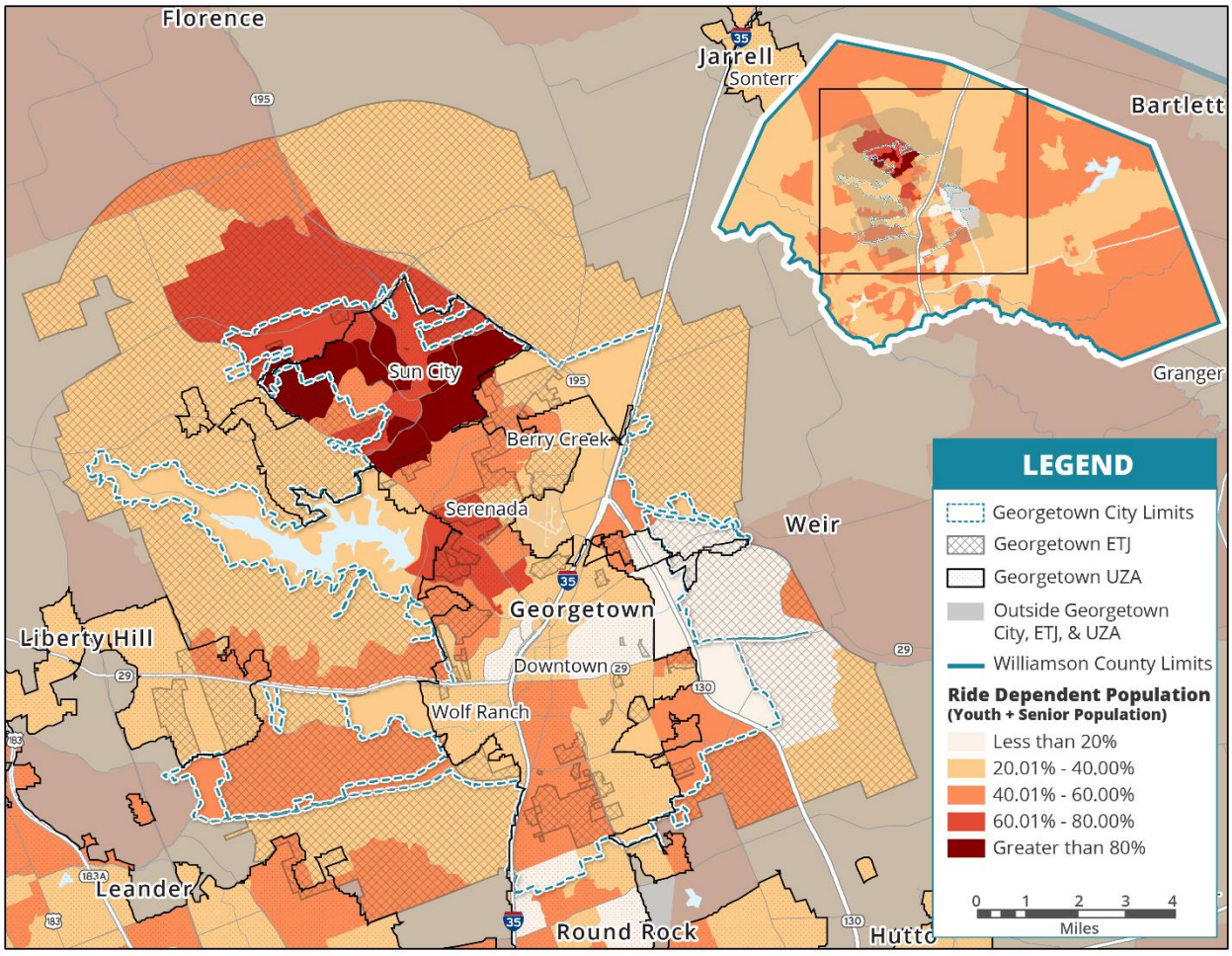
Ride Dependent Population (<18 and 65+ years of age)

A composition of senior (65 years and older) and youth (18 years and younger) population acts as an indicator for populations that are "Ride Dependent," or dependent on others (e.g., a parent, care service, family member, or other) for necessary trips (e.g., a parent, care service, family member, or other). Youth that are of driving age (16 years or older) are increasingly likely to go carless, either by choice or due to affordability and are therefore increasingly likely to opt to take transit. Seniors commonly suffer from mobility challenges which can obstruct their ability to drive alone and as a result, as a population, rely on others to get around.

Areas with a high concentration of Ride Dependent Populations:

- Sun City and surrounding geography
- Williams Drive south of Serenada
- South of Downtown east of I-35
- SH-29 west of I-35

Figure 16: Percentage of Population Under 18 and Over 65 Years Old (Ride Dependent Population)



Source: US Census Bureau 2021 5-Year American Community Survey

Persons with a Disability

There is typically overlap between population of persons with a disability and senior population. Like Ride Dependent populations, persons with a disability commonly depend on some type of transit to fulfill trips.

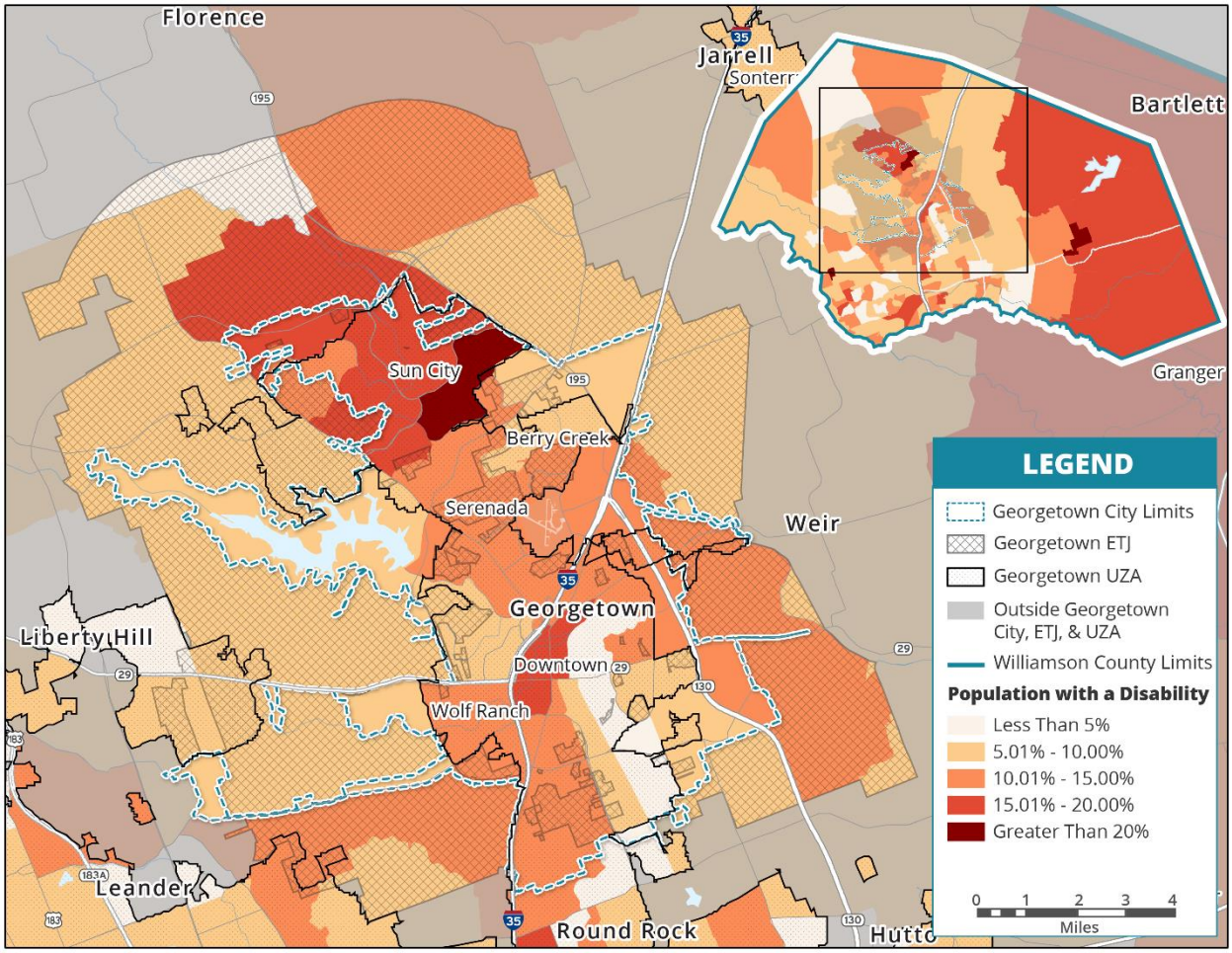
Areas with a very high percent of Persons with a Disability (greater than 20%):

- Sun City

Areas with a high percent of Persons with a Disability (15% to 20%):

- Downtown north and south of SH-29
- Sun City along Del Webb Boulevard
- Sun City north of Sun City Boulevard

Figure 17: Percent of Population with a Disability



Source: US Census Bureau 2021 5-Year American Community Survey

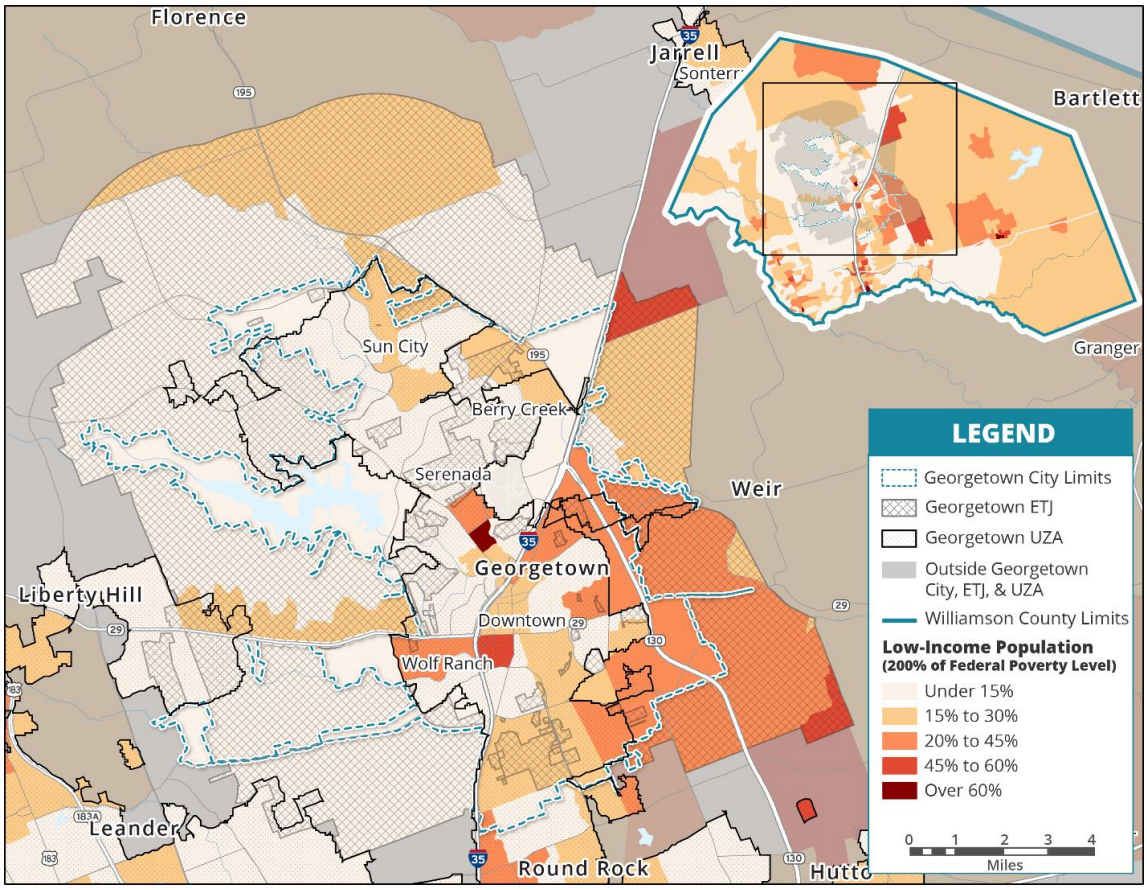
Low-Income Population Rate

For the purposes of this TDP, Low-income is defined as households that earn at a rate double (or 200%) that of the Federal Poverty Level. This population is financially burdened meaning for a family of three, households earning less than $50,000 a year would qualify as Low Income. Understanding this population is twice the Federal Poverty Limit, these riders are more likely to be able to afford a personal vehicle but may not be able to meet all their transportation needs with one vehicle to a household. According to AAA, the cost to own a car in 2023 (operation and maintenance) is over $12,000. This means that for a Low-Income family of three, the cost to own a car is roughly 25% of their total income.

Areas of very high (over 60%) or high (45% to 60%) percent of Low-Income Households:

- North of Williams Drive west of I-35
- Georgetown ETJ east of I-35 northeast of the City
- Downtown south of SH-29
- Georgetown ETJ east of SH-130 southeast of the City

Figure 18: Percentage of Population that is 200% of the Federal Poverty Level



Source: US Census Bureau 2021 5-Year American Community Survey

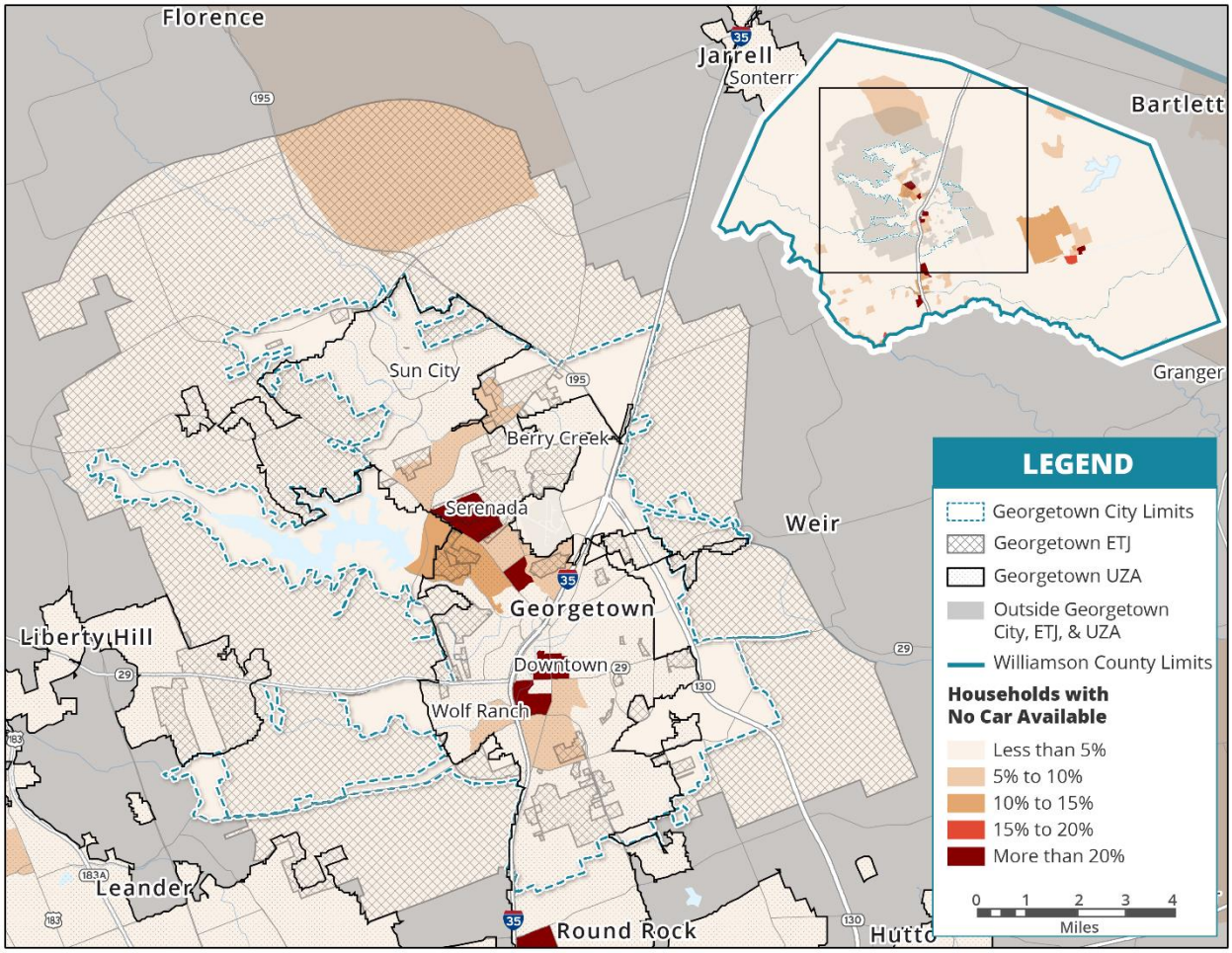
Households Without a Car

Car ownership is a strong indicator for transit demand. In the case of Georgetown, high rates (i.e., more than 20%) of households without a car (i.e., Zero Car Households) overlap with the most walkable parts of the City (e.g., Williams Drive corridor and Downtown). Walkability refers to a composition of traits, including but not limited to some of which are access to commercial uses, existence of pedestrian facilities, and proximity and density of intersections to residential uses. Persons without access to a personal vehicle are more likely to use transit than those with access to one.

Areas with high rates (more than 20%) of Households Without a Car:

- Serenada east of Williams Drive
- Downtown north of SH-29
- Williams Drive south of Lakeway Drive
- Downtown south of SH-29 and west of FM 1460

Figure 19: Percentage of Zero-Car Households



Source: US Census Bureau 2021 5-Year American Community Survey

Transit Propensity Index

To determine which areas are most transit supportive, the study team performed an analysis to determine Transit Propensity, a composite score of the following metrics:

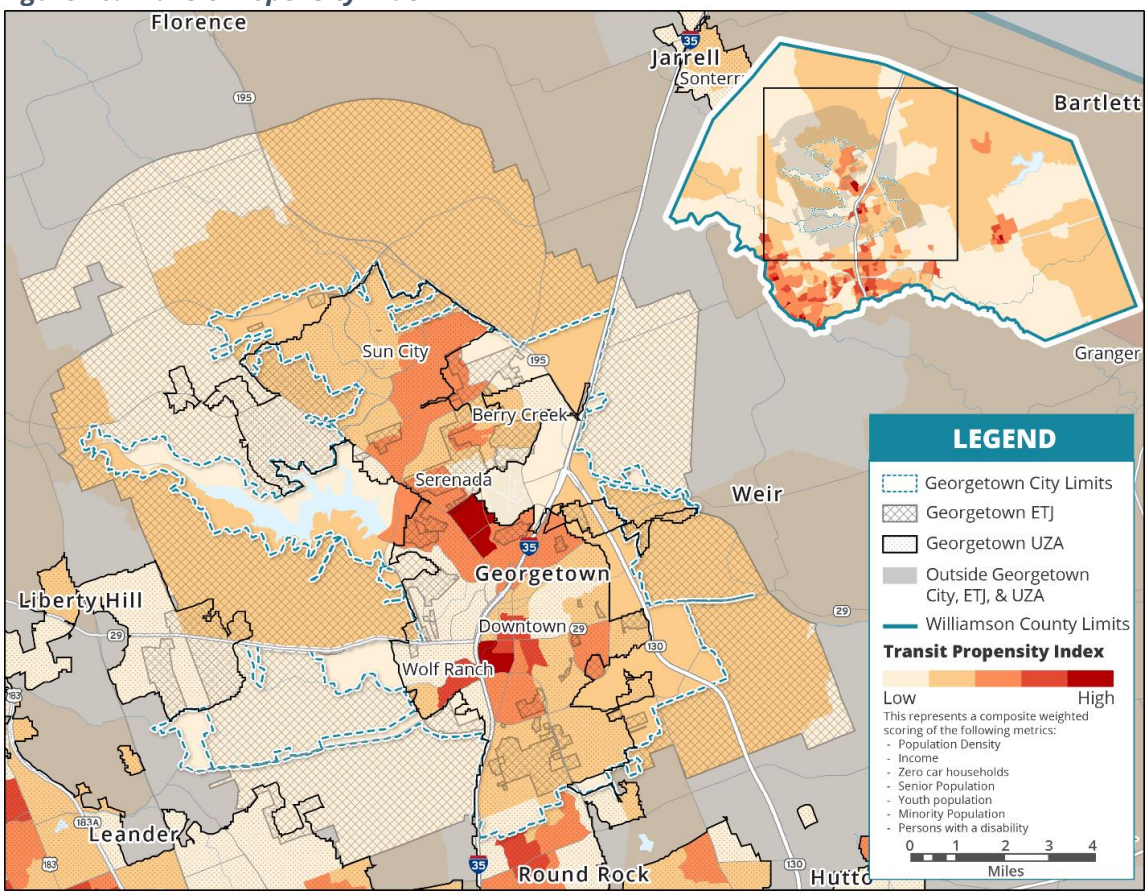
- Population Density
- Income Level
- Zero Car Households
- Senior Population
- Youth Population
- Population of Persons with a Disability
- Minority Population

Among these metrics, population density is the highest indicator of potential ridership. Because of this, population density is weighted heaviest in the scoring process.

Areas with highest (high and medium-high) Transit Propensity Index scores:

- Williams Drive south of Serenada Drive
- North of Leander Road and west I of I-35
- Downtown south of SH-29 and west of FM 1460 along Railroad Avenue
- Downtown north and south of I-29 and east and west of S. Austin Avenue

Figure 20: Transit Propensity Index

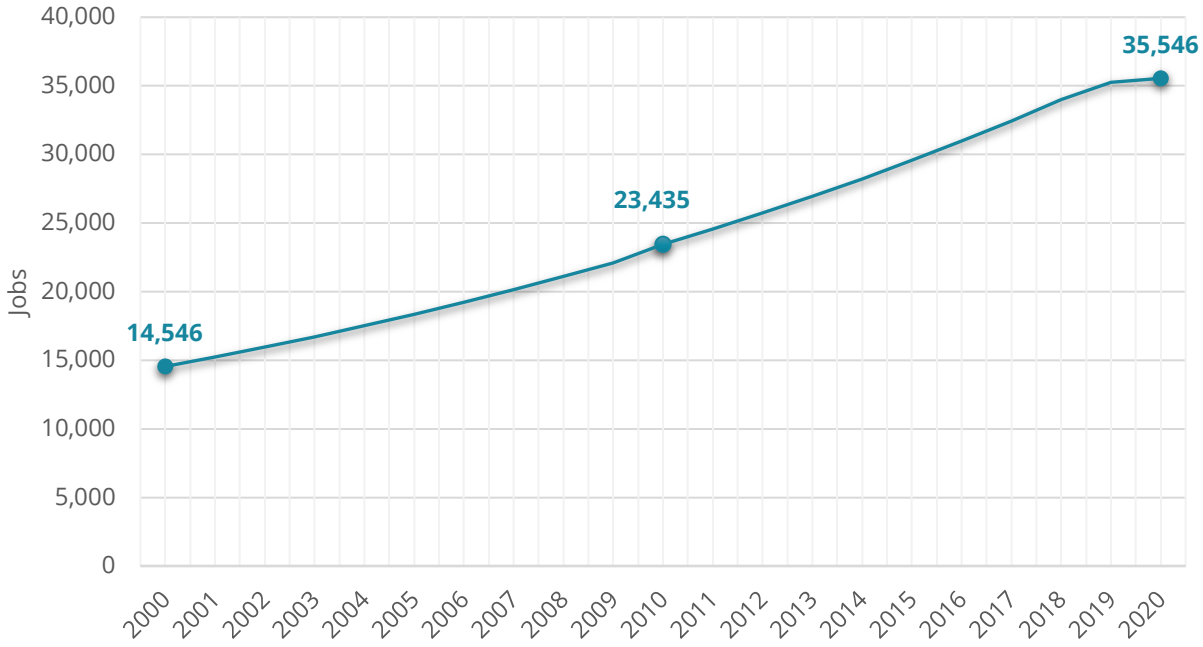


Source: US Census Bureau 2021 5-Year American Community Survey

Employment Growth

Georgetown's labor force has grown over 240% since 2000, or on average approximately 7,200 jobs per decade from approximately 14,500 in 2000 to over 35,000 in 2020 according to the U.S. Census Bureau. This growth is expected to continue as the Austin Metropolitan Area continues to grow.

Figure 21: Employment Growth, 2000 – 2020



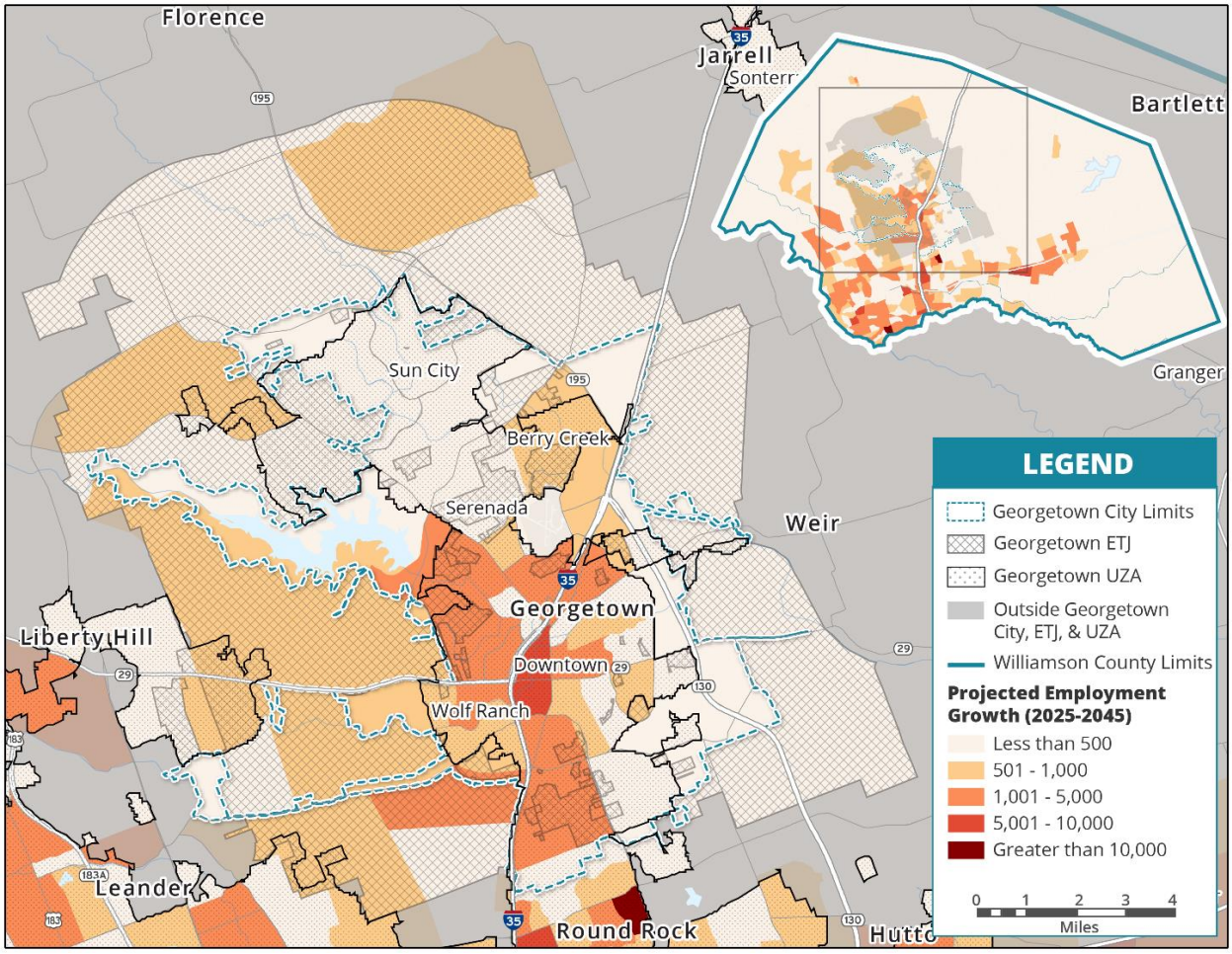
Source: U.S. Census Bureau, 2023

Anticipated growth patterns

According to RTP demographic projections from CAMPO, Georgetown will continue to experience growth in both labor force and employment with the most growth anticipated to occur along I-35, especially downtown and along the Williams Drive corridor. Note that due to the City's rapidly changing land use patterns, the figure below does not include employment centers depicted in the City's most recent future land use map (**Figure 3**). This includes areas near the following corridors/junctions:

- I-35 and SH 130
- CR 152 at SH 130
- S 195 northwest of I-35

Figure 22: Projected Employment Growth, 2025 – 2045

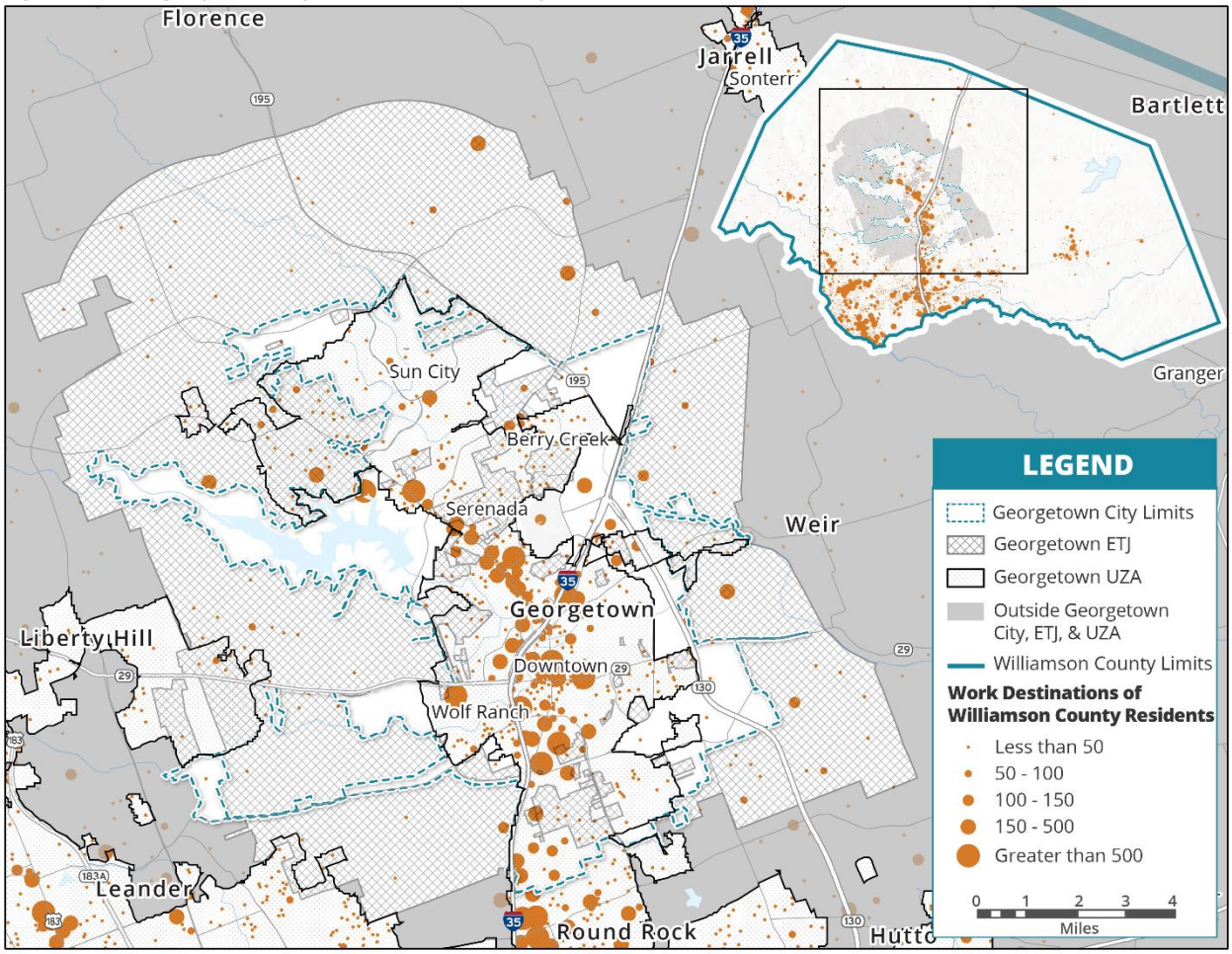


Source: CAMPO 2045 RTP Demographic projections

Employment Density

Within Georgetown and the ETJ, large clusters of jobs are located along the I-35 Corridor and Williams Drive. Many job centers are proximate to downtown, near Southwestern University, and south of Leander Road. There is a large job center south of Georgetown at the commercial and retail center on the border of Round Rock and the City.

Figure 23: Employment of Williamson County Residents



Source: 2020 Longitudinal Employer-Household Dynamics (LEHD) projected Origin-Destination Employment Statistics (LODES)

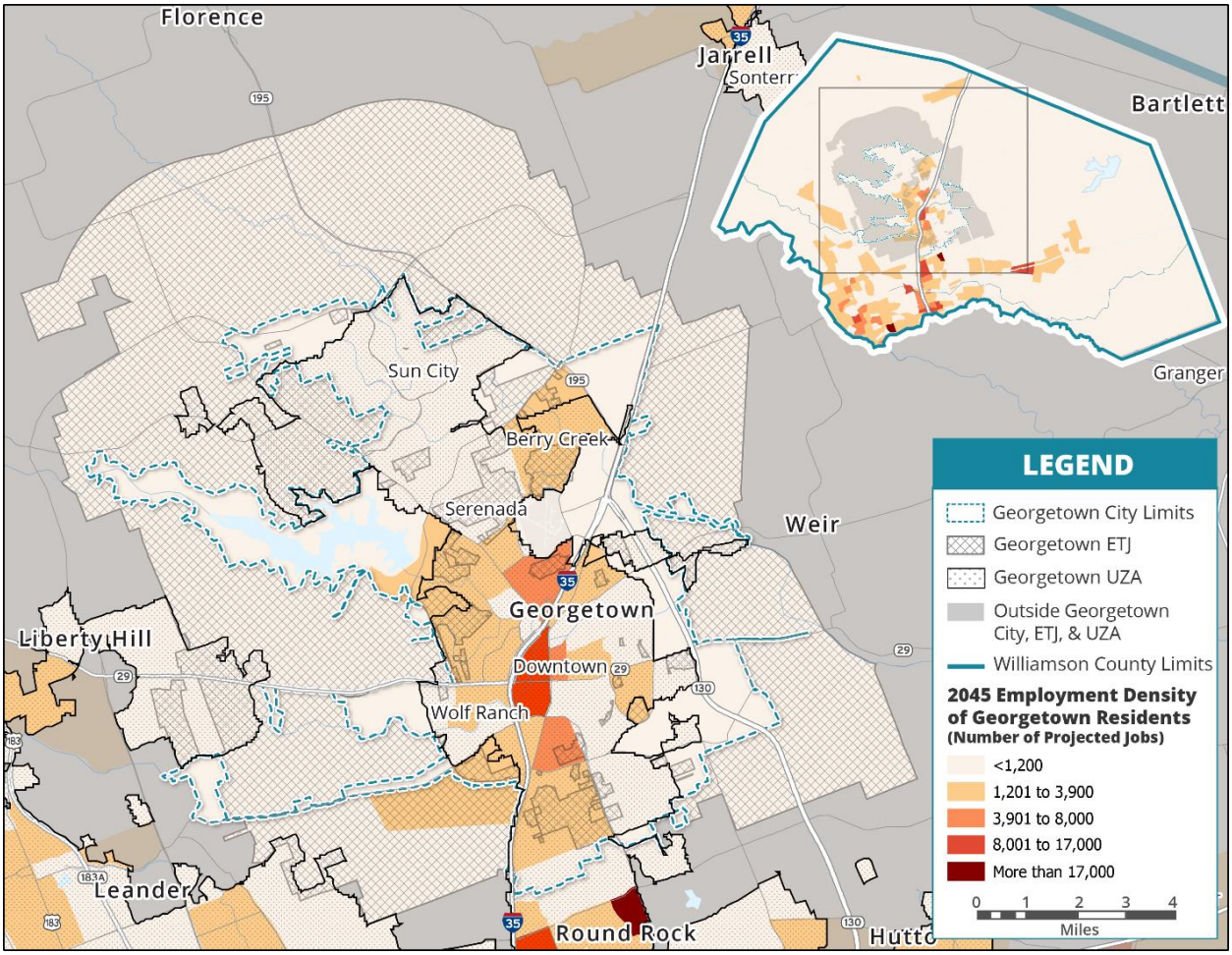
Future Employment

Georgetown can expect continued expansion through 2045. It's imperative to account for future employment centers and growth trends when planning transit services. Anticipating these growth trajectories ensures that the transit infrastructure is not only adequate for the present but also scalable for the future, preventing potential bottlenecks and inefficiencies. By aligning transit planning with employment and growth forecasts, Georgetown can ensure seamless connectivity, foster sustainable urban development, and enhance the quality of life for its rapidly increasing population.

Areas with greatest concentrations of future employment are:

- Downtown Georgetown
- Seton Medical Center
- Hutto employment center off US-79
- I-35 corridor south of Georgetown

Figure 24: 2045 Projected Employment by Transportation Analysis Zone (TAZ)

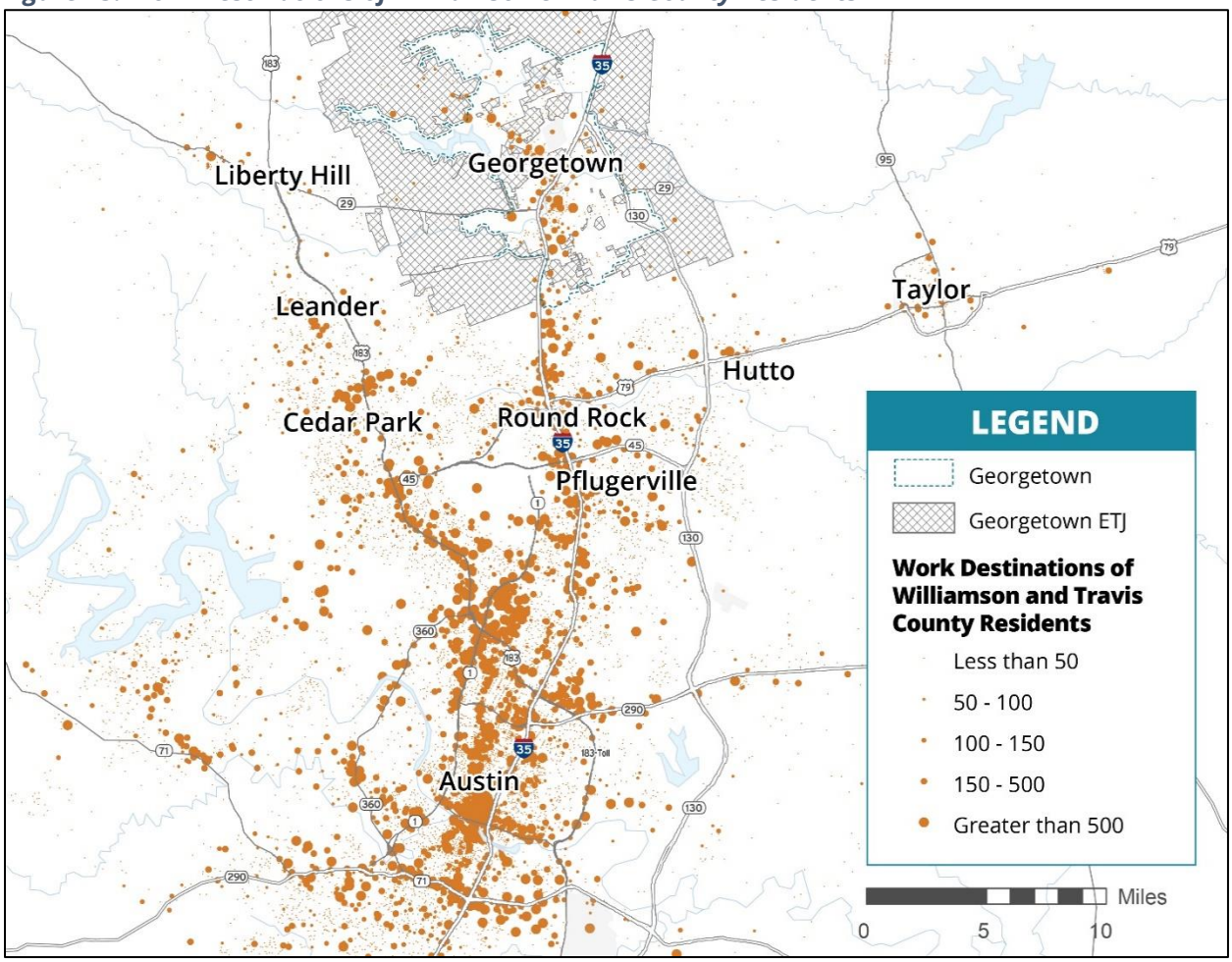


Source: City of Georgetown, 2023

Work Destinations

Job centers in the region generally cluster around I-35, US-183, and Ben White. The greatest concentrations of jobs occur in Downtown Austin and North Austin at the intersection of US-183 and MoPac Expressway. Other smaller job centers include Pflugerville, Hutto, Taylor, Leander, Cedar Park, and South Austin. Georgetown also serves as a notable job center for the region.

Figure 25: Work Destinations of Williamson & Travis County Residents

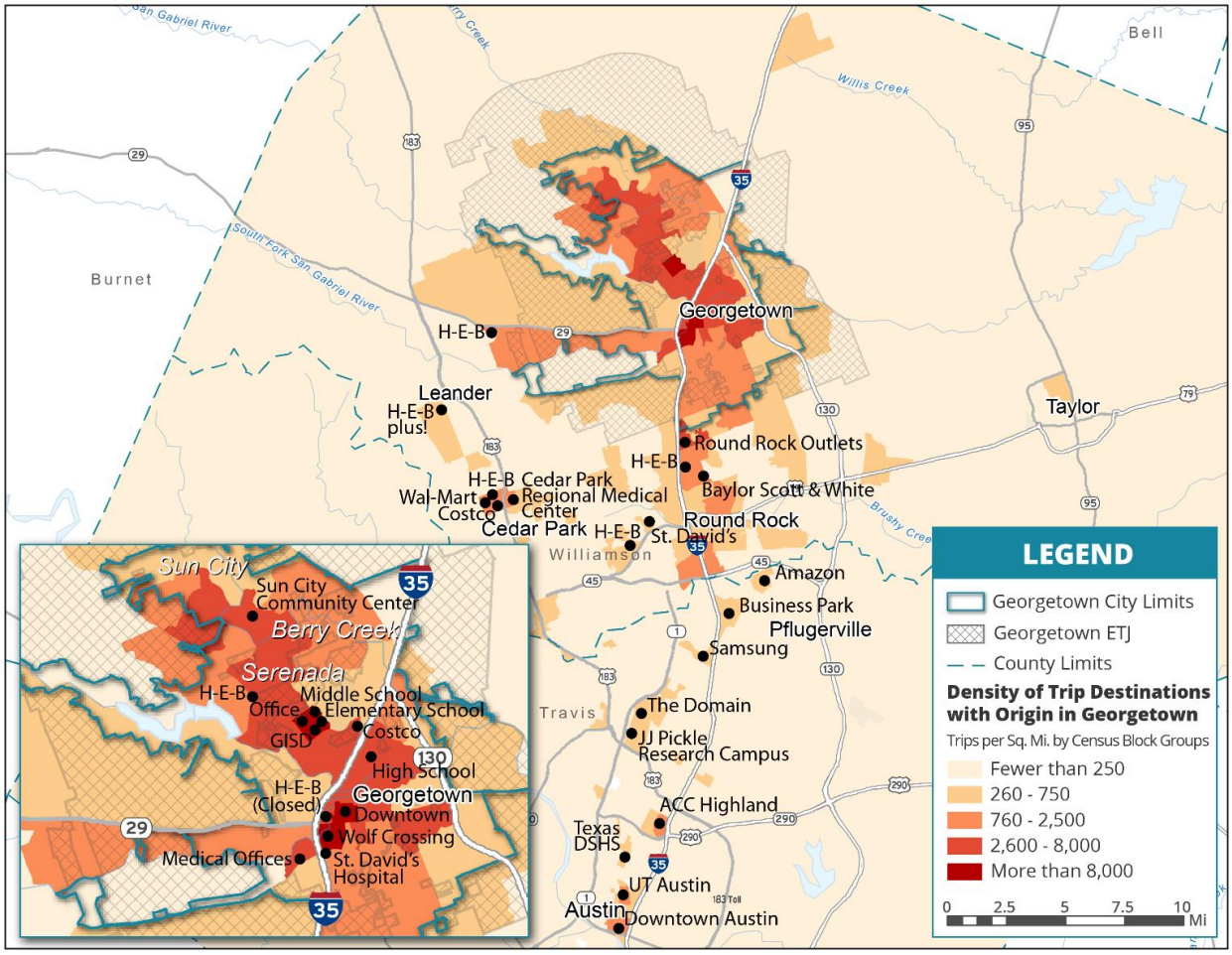


Source: 2020 Longitudinal Employer-Household Dynamics (LEHD) projected Origin-Destination Employment Statistics (LODES)

Where are people going?

Most trips that start in Georgetown also end in Georgetown. A significant number of trips also end in Cedar Park, Round Rock, North Austin, and Downtown Austin. Smaller, but notable shares of trips end in Taylor, Leander, Lakeline, and Jarrell. Within Georgetown, the most popular destinations are the Historic Downtown, the area near Lakeway Drive and Northwest Boulevard (where there is a cluster of GISD facilities and schools), and Williams Drive, a major commercial corridor that runs from the Historic Downtown to the city limits in the northwest, and Southwestern University.

Figure 26: Density of Trip Destinations with an Origin Beginning within the City of Georgetown



Source: Replica Spring 2023 Weekday Origin and Destination Data

Operations Analysis

Introduction

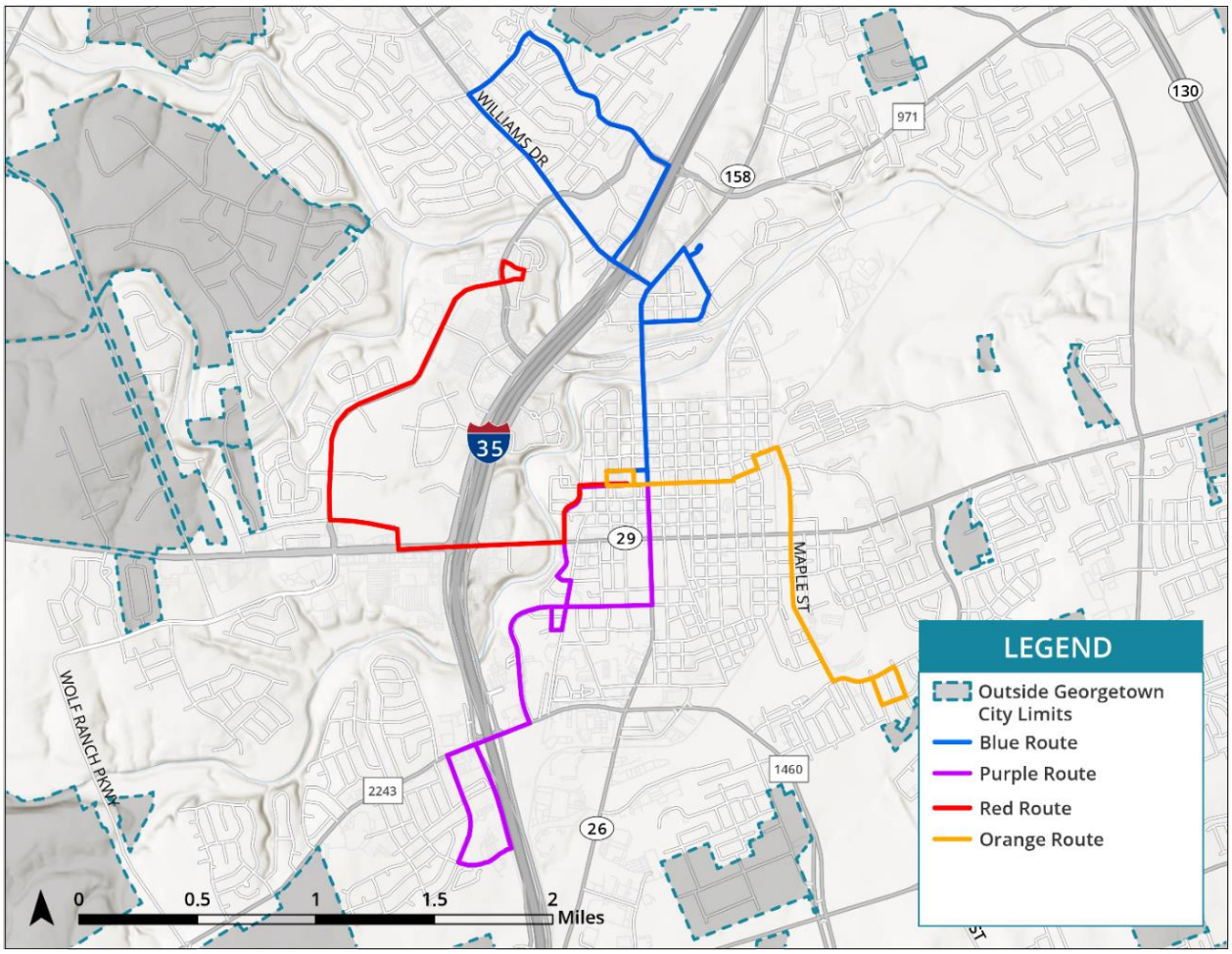
This section summarizes findings from analyses focused on previous and existing services both within and outside the City of Georgetown. The project team reviewed service level and ridership data (where available) to understand historic and current transit supply.

Previous Services

GoGeo Fixed-Route

The Georgetown City Council approved the proposed GoGeo fixed-route transit system in September 2016 and began operations in the summer of 2017. **Figure 27** displays the previous GoGeo fixed-route system. Four fixed-route services were implemented alongside an ADA paratransit service for residents with disabilities.

Figure 27: City of Georgetown GoGeo Fixed-Route System, 2017 – 2021

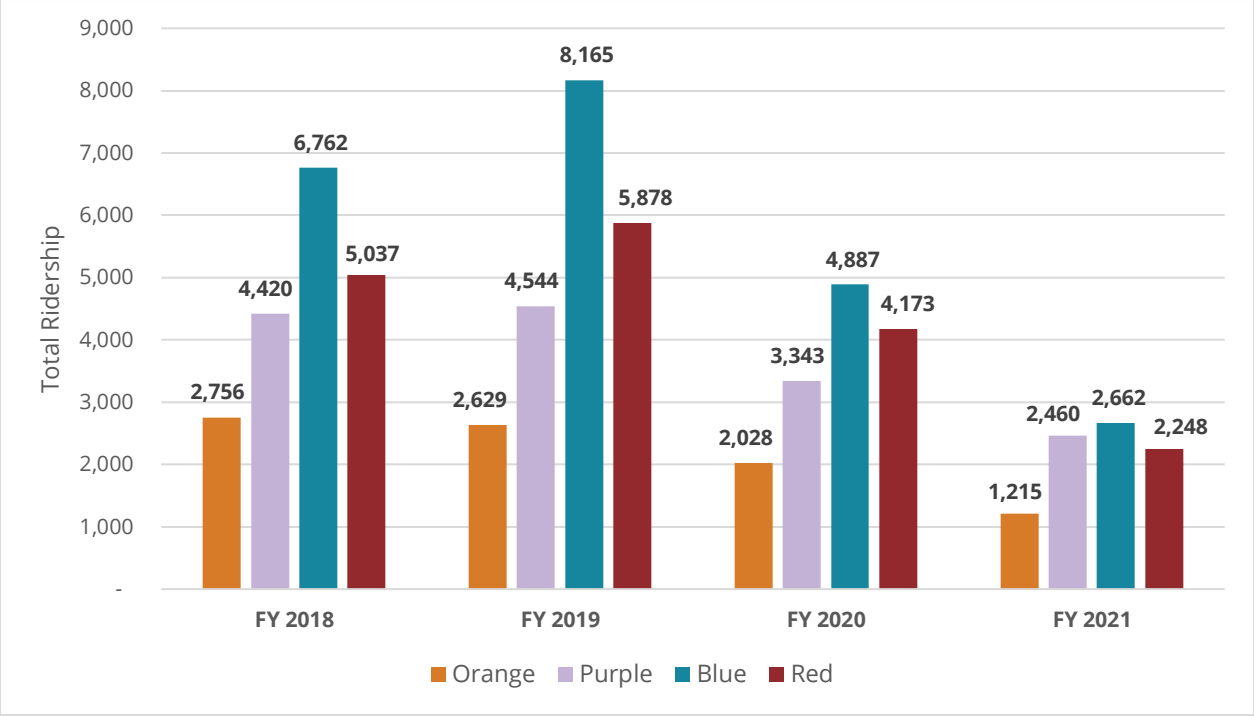


Source: City of Georgetown, 2023

Figure 28 displays GoGeo fixed-route annual ridership by fiscal year (FY) from October 2017 to September 2021. **Figure 29** (following page) breaks down total ridership further by displaying ridership for each route by quarter over the same timeframe. Note that the first two months of service in FY2017 (August and September 2017) are not included in these figures, as well as all other figures pertaining to historic GoGeo ridership in this section. Over this time, the system experienced stable ridership from roughly 19,000 riders in FY2018 to roughly 21,000 riders in FY2019 (11% growth), potentially representing the community's increased awareness and willingness to use the service. Following FY2019, the system experienced a decrease in ridership due to the Covid-19 pandemic (aligning with regional and national trends), as well as the removal of Saturday service in March 2020.

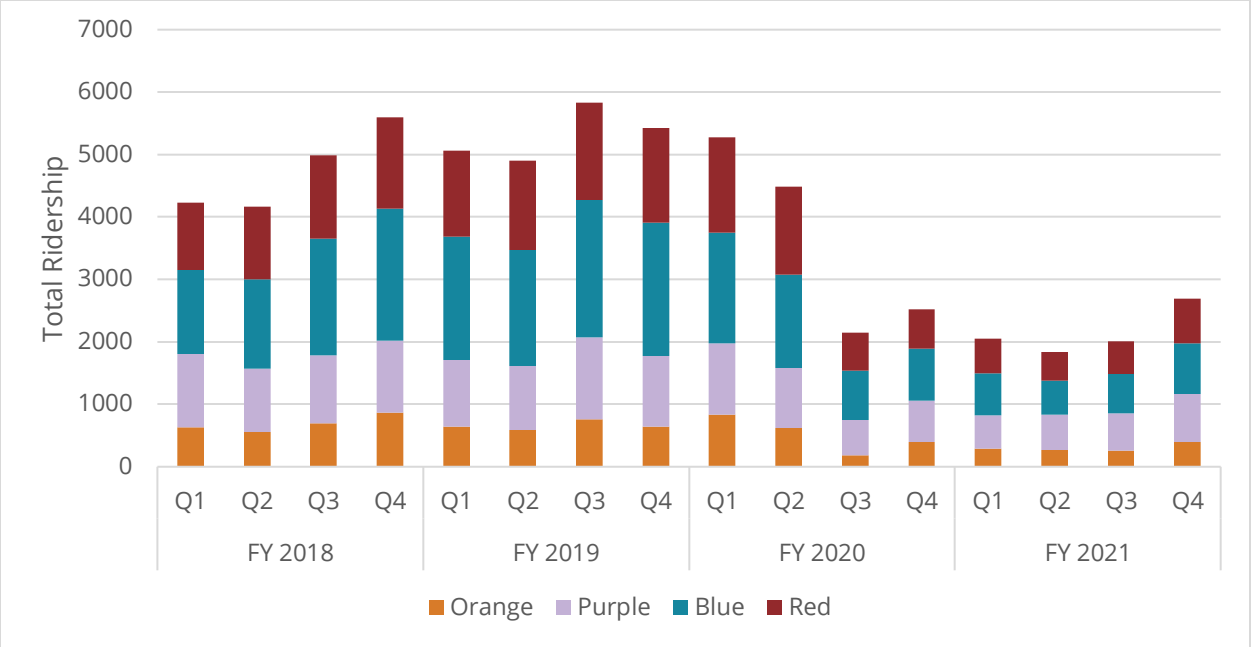
Across the four services, the Blue Route experienced the highest annual ridership, followed by the Red Route, with both serving areas northwest of downtown Georgetown. The Purple Route, serving southwest Georgetown, experienced moderate ridership compared to the Blue and Red Routes. The Orange Route, serving southeast Georgetown (including Southwest University), experienced the lowest annual ridership among the four fixed routes.

Figure 28: GoGeo Fixed-Route System Annual Ridership by Route, FY2018 – FY2021



Source: CapMetro, 2023

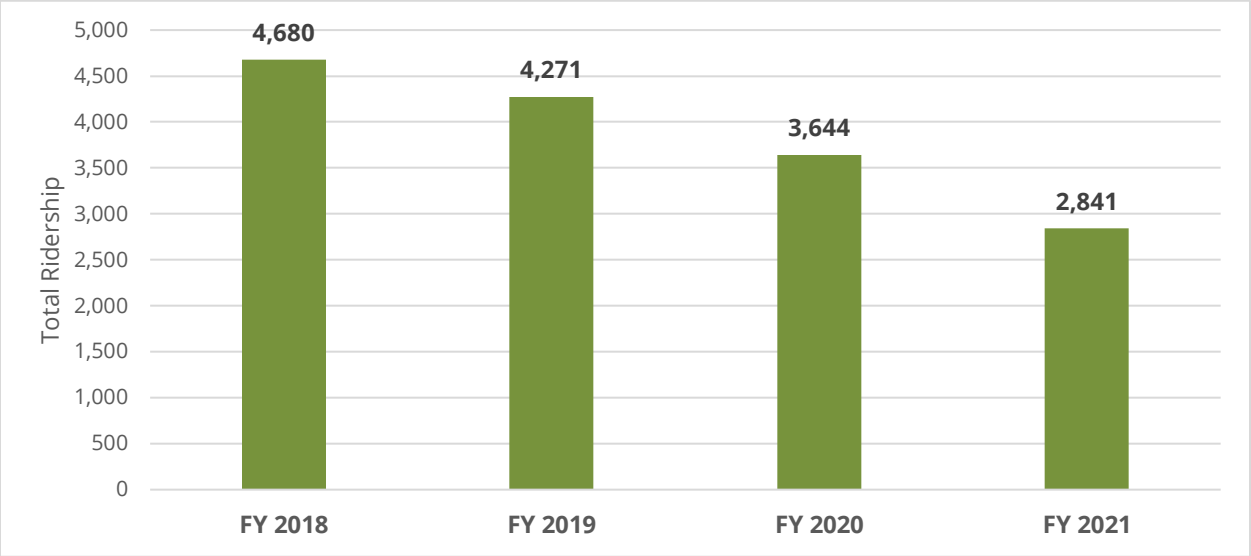
Figure 29: GoGeo Ridership Annual Ridership by Route by Quarter, FY2018 – FY2021



Source: CapMetro, 2023

Figure 30 displays GoGeo paratransit annual ridership by fiscal year (FY) from October 2017 to September 2021. GoGeo's complimentary paratransit service served the Georgetown city limits, ETJ, and urban area. The service experienced its highest annual ridership in FY 2018, totaling approximately 4,680 rides. Following FY 2018, total ridership declined annually due to similar factors experienced by the fixed-route system.

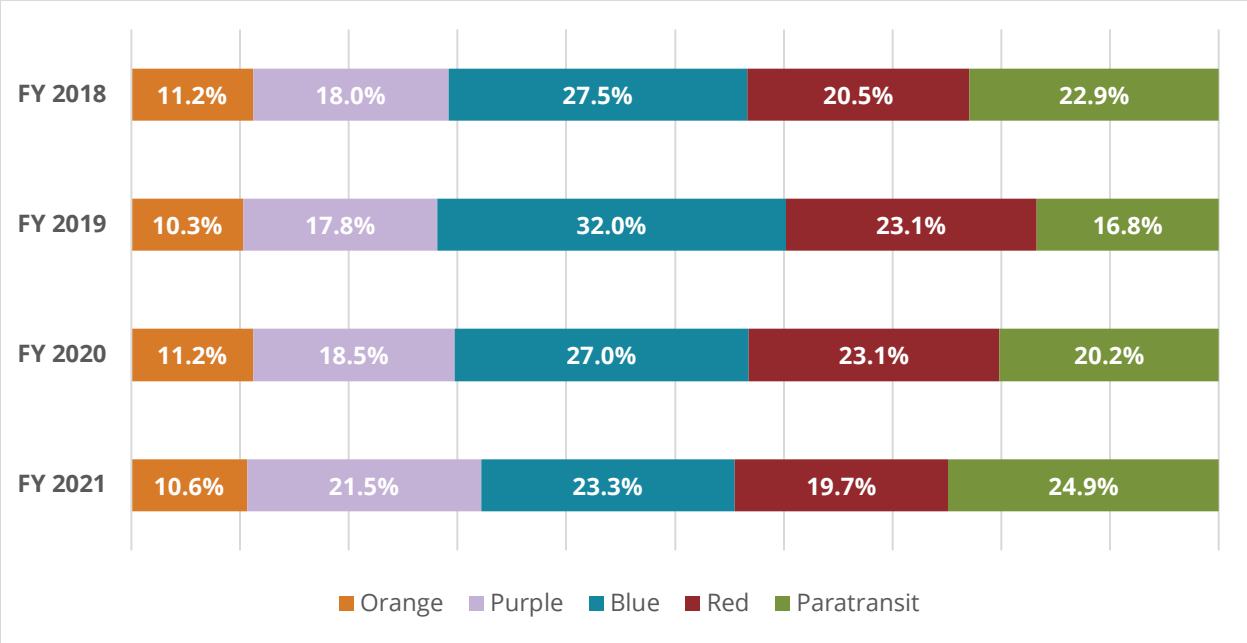
Figure 30: GoGeo Paratransit Annual Ridership, FY2018 – FY2021



Source: CapMetro, 2023

Figure 31 shows GoGeo's ridership share between the four fixed routes and the paratransit service by FY from FY 2018 to FY 2021. For 2018, 2019, and 2020, the Blue Route experienced majority of the system's ridership at 27.5%, 32%, and 27%, respectively—only being overtaken by highest ridership share to the paratransit service in 2021. Over the system's life, the Orange Route consistently remained the lowest on ridership share, the Purple Route steadily gained in ridership share, and the Red Route displayed minor fluctuation.

Figure 31: GoGeo Ridership Share by Service, FY2018 – FY2021



Source: CapMetro, 2023

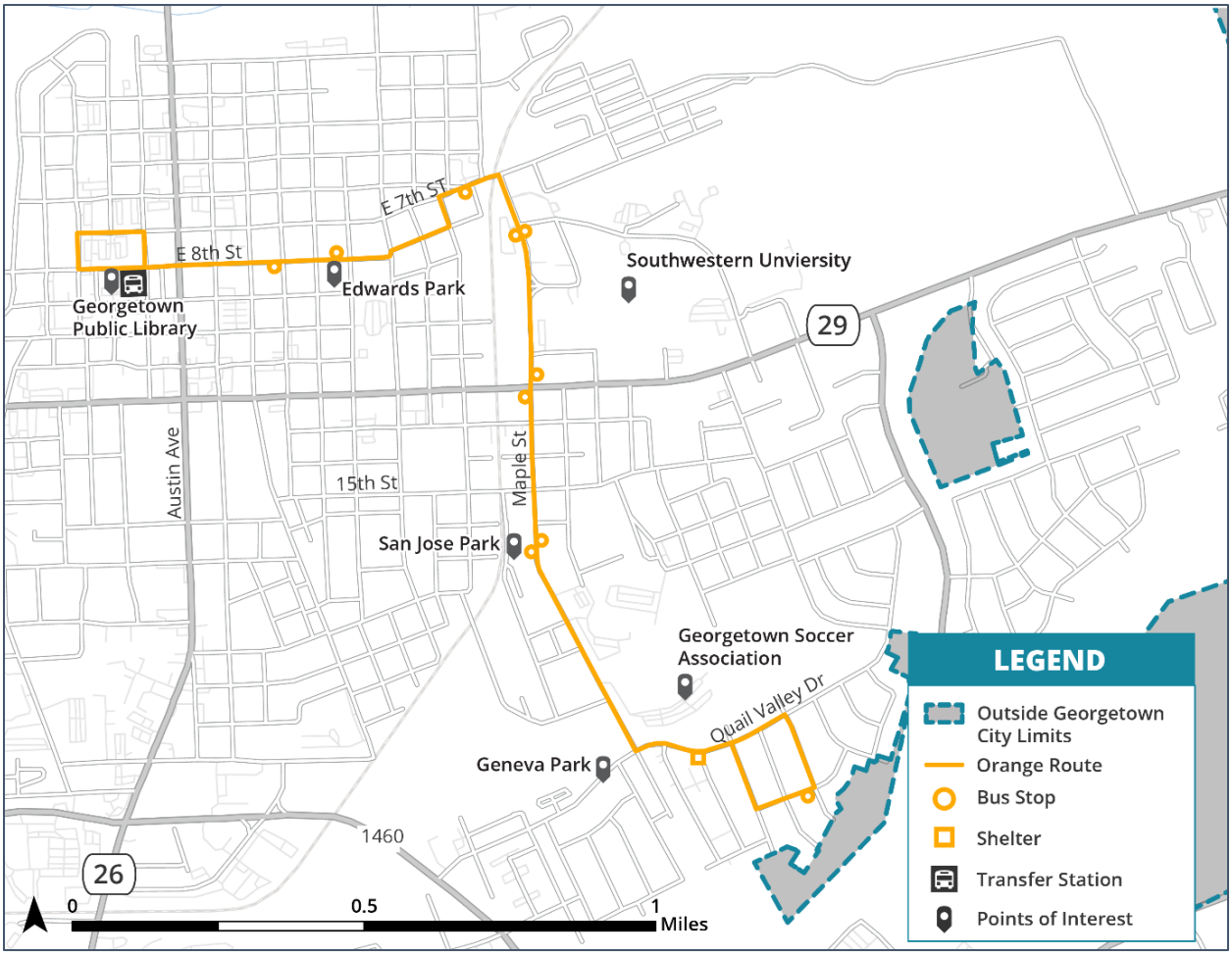
GoGeo fixed-route service ended operations in September 2021; however, the City of Georgetown opted to continue its provision of paratransit services, with slight adjustments made to rider eligibility criteria and service area. Individual GoGeo fixed routes are detailed in the following sections. GoGeo's updated limited paratransit and senior service is detailed later in this chapter within the existing services section.

GoGeo Orange Route

The Orange Route (**Figure 32**) served communities in southeast Georgetown near Heritage Garden and connected residents to downtown Georgetown. The route primarily used the 8th Street and Maple Street corridors bidirectionally. Key points of interest along the Orange Route included the following:

- Geneva Park
- Edwards Park
- Georgetown Soccer Fields
- San Jose Park
- Southwestern University

Figure 32: GoGeo Orange Route, 2017 - 2021



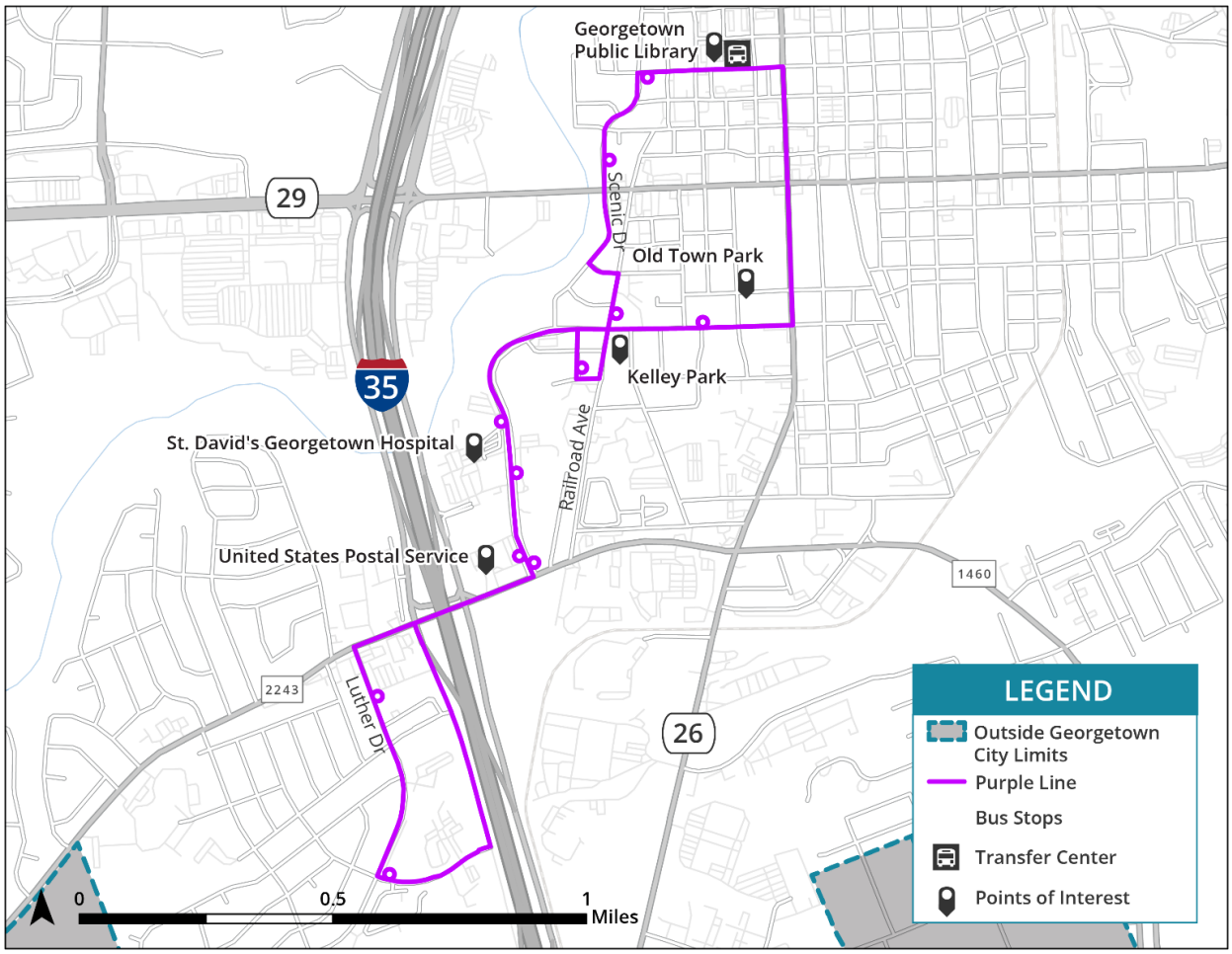
Source: City of Georgetown, 2023

GoGeo Purple Route

The Purple Route (**Figure 33**) served neighborhoods in the southwestern part of Georgetown near RM 2243. The route utilized the Scenic Drive corridor to connect to downtown Georgetown and the GoGeo Transfer Center. Key points of interest along the Purple Route included the following:

- US Post Office
- St. David's Georgetown Hospital
- Kelley Park
- Old Town Park

Figure 33: GoGeo Purple Route, 2017 – 2021



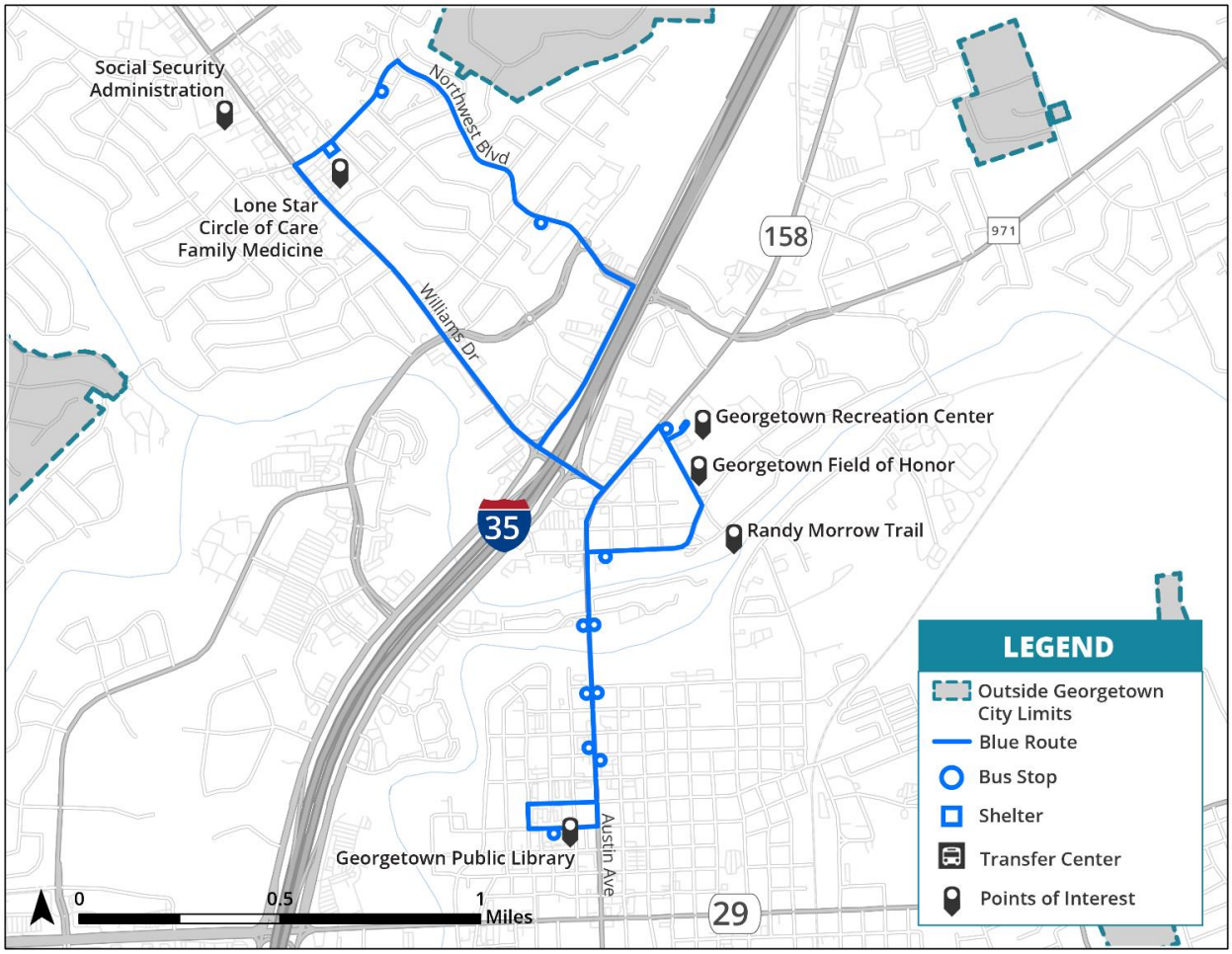
Source: City of Georgetown 2023

GoGeo Blue Route

The Blue Route (**Figure 34**) served communities in northwest Georgetown near Lakeway Drive and provided the area with connections to downtown Georgetown and the GoGeo Transfer Center. The Purple Route primarily used Austin Avenue, Williams Drive, and Northwest Boulevard to provide coverage. Key points of interest along the Blue Route included the following:

- Georgetown Recreation Center
- Randy Morrow Trail
- Georgetown Field of Honor
- Lone Star Circle of Care Family Medicine
- Social Security Administration office

Figure 34: GoGeo Blue Route, 2017 – 2021



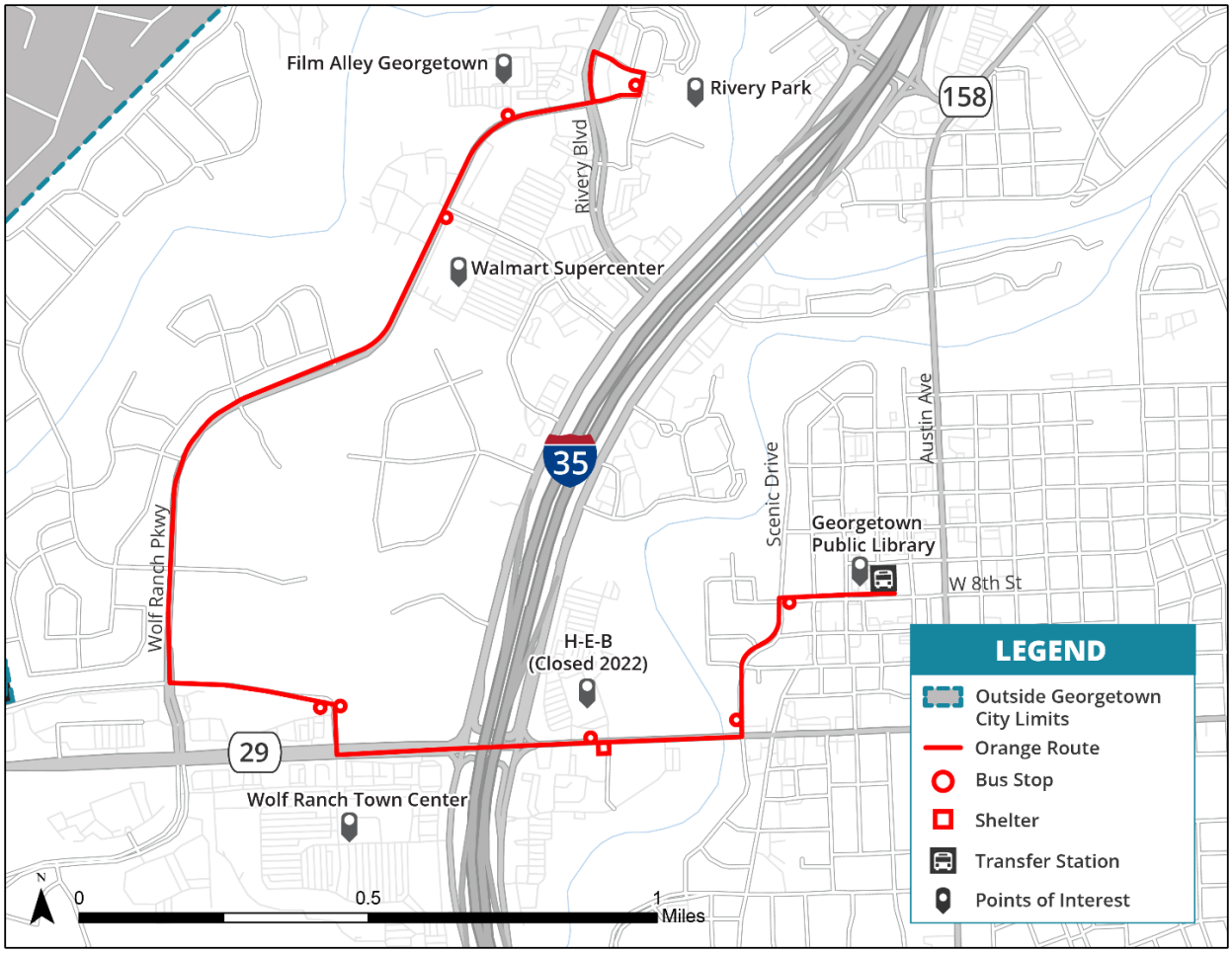
Source: City of Georgetown, 2023

GoGeo Red Route

The Red Route (**Figure 35**) served neighborhoods in west and northwest Georgetown along Wolf Ranch and Rivery Park and provided connectivity to downtown Georgetown and the GoGeo Transfer Center. The route primarily used SH-29 and Wolf Ranch Parkway to provide coverage. Key points of interest along the Red Route included the following:

- Walmart Supercenter
- Rivery Park
- Film Alley Movie Theater
- Wolf Ranch Town Center
- H-E-B

Figure 35: GoGeo Red Route, 2017 – 2021



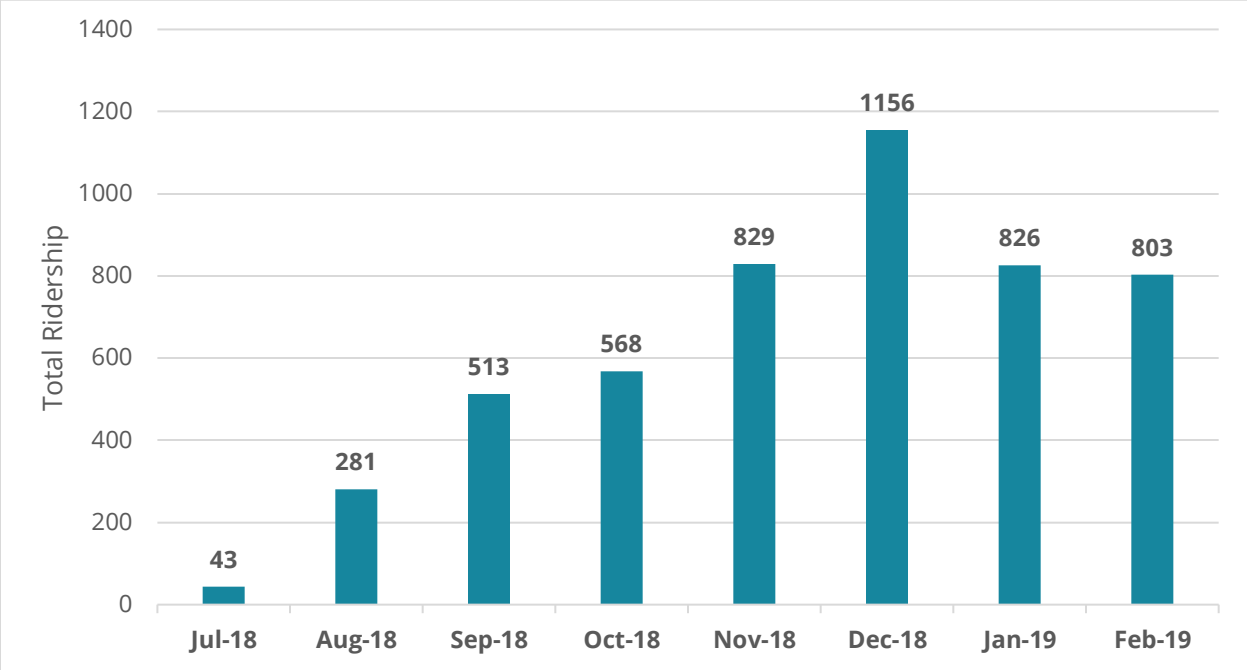
Source: City of Georgetown, 2023

Ridehailing Pilot Program

The city of Georgetown launched a rideshare pilot program, in partnership with Lyft, from July 2018 to February 2019 to supplement GoGeo fixed-route services. The pilot program provided Lyft discounts to Georgetown residents traveling within city limits. Rides through the pilot program charged users a base fee of $2 per ride with a flat city subsidy of $10. Any costs exceeding the city subsidy were paid by the user. Individual users received 10 rides per month with 24-hour service.

Over the pilot program period, approximately 5,019 trips were conducted, with majority of these trips traveling between 2 to 4 miles and lasting between 5 to 10 minutes. Over 50% of the pilot program's trips were conducted Thursday and Friday. **Figure 36** displays total monthly ridership over the pilot program's duration, showing an increase in ridership from July 2018 to December 2018, followed by a decrease over January and February 2019.

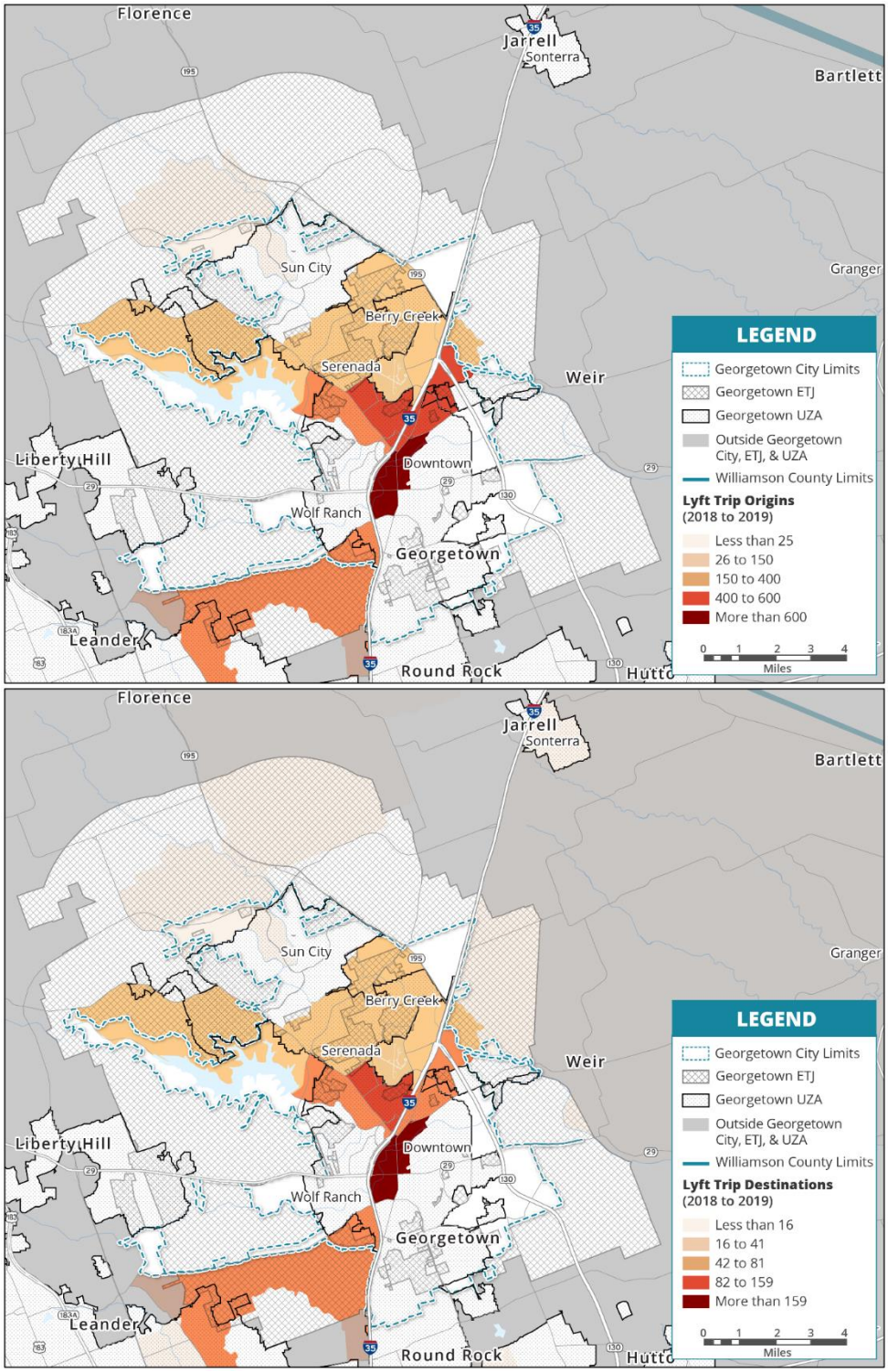
Figure 36: City of Georgetown Rideshare Pilot Program Total Monthly Ridership, 2018 – 2019



Source: City of Georgetown, 2023

Figure 37 details the most popular origins and destinations of the rideshare pilot program from 2018 to 2019. The I-35 corridor was the most popular for each, with trip origins more highly concentrated than destinations in downtown Georgetown between S Austin Ave, the north side of the San Gabriel River, and I-35.

Figure 37: Lyft Trip Origin & Destination Concentration, 2018 – 2019



Source: City of Georgetown, 2023

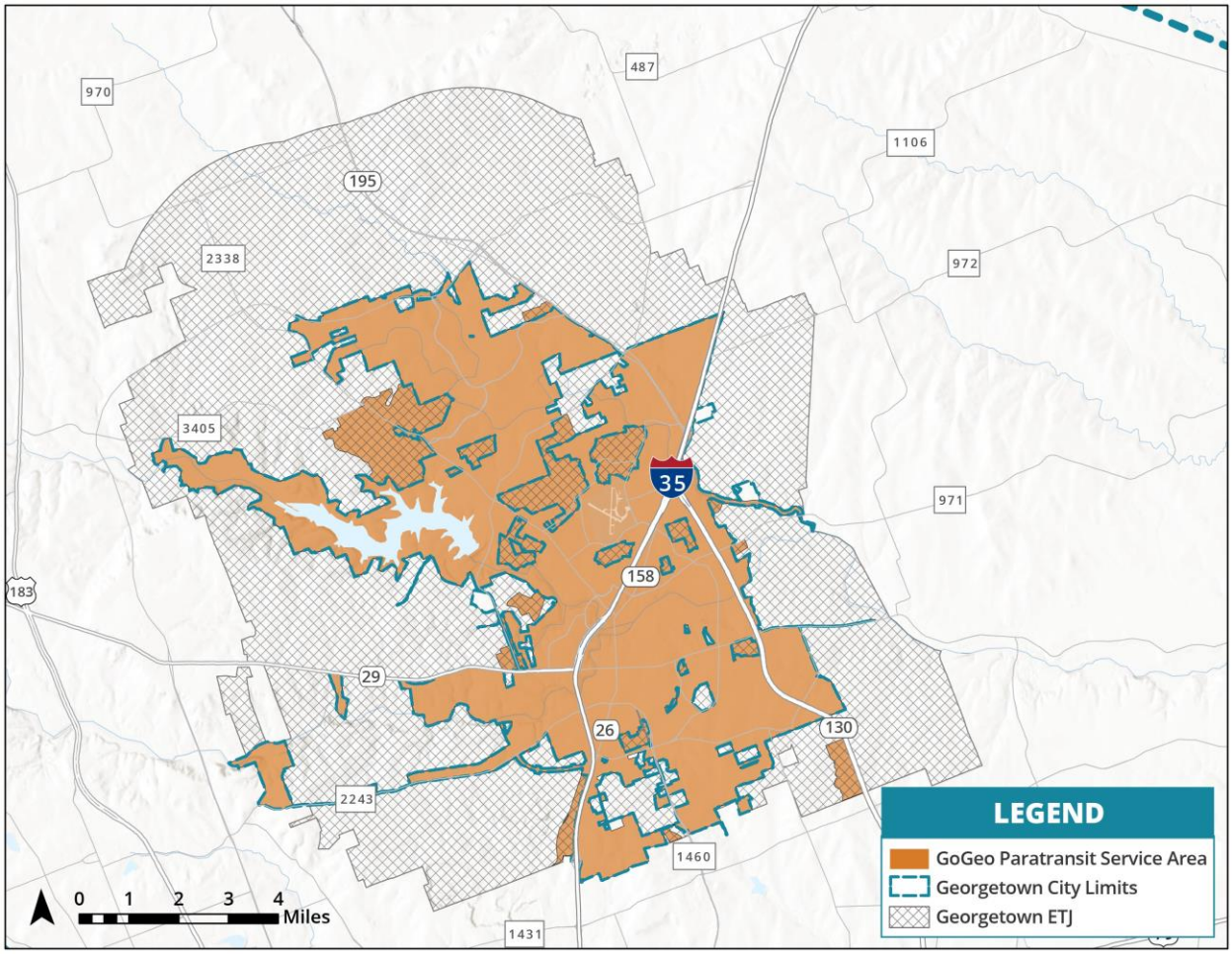
Existing Services in Georgetown

GoGeo Limited Paratransit & Senior Service

GoGeo currently provides a limited paratransit and senior transit service which is operated within the Georgetown city limits and urbanized portions of the ETJ (i.e., service area) by CARTS through a contract with CapMetro. The operation provides eligible residents curb-to-curb service from 7:00 a.m. to 7:00 p.m. Monday through Friday. The fare is $2 per trip, and reservations must be made by 4:00 p.m. the day before through the City of Georgetown website or CARTS call center.

The service is available to qualified people with disabilities and seniors aged 65 and older living within the Georgetown service area (**Figure 38**). Those requesting limited paratransit service must complete eligibility and screening services through an application provided by CARTS. Residents requesting senior service (i.e., age 65 and older) do not have eligibility requirements.

Figure 38: GoGeo Paratransit Service Area Map

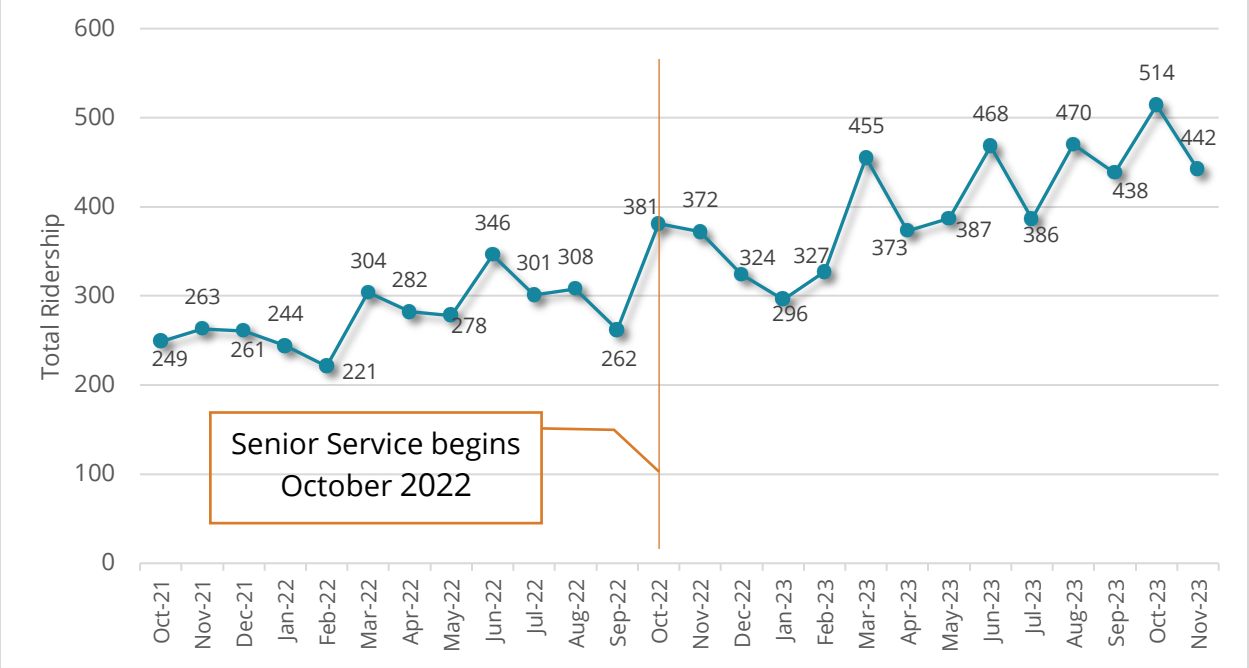


Source: City of Georgetown, 2023

Figure 39Figure 39 displays GoGeo limited paratransit and senior service monthly ridership from October 2021 to September 2023. Limited paratransit service took place of GoGeo's previous paratransit service in October 2021, and senior service was added in October 2022.

While total ridership has varied between months, GoGeo has seen a general trend of increased ridership between 2021 and 2022. Further, with the addition of senior service, GoGeo monthly ridership has experienced its highest ridership between March 2023 and October 2023, with its highest monthly ridership total of 514 in October 2023.

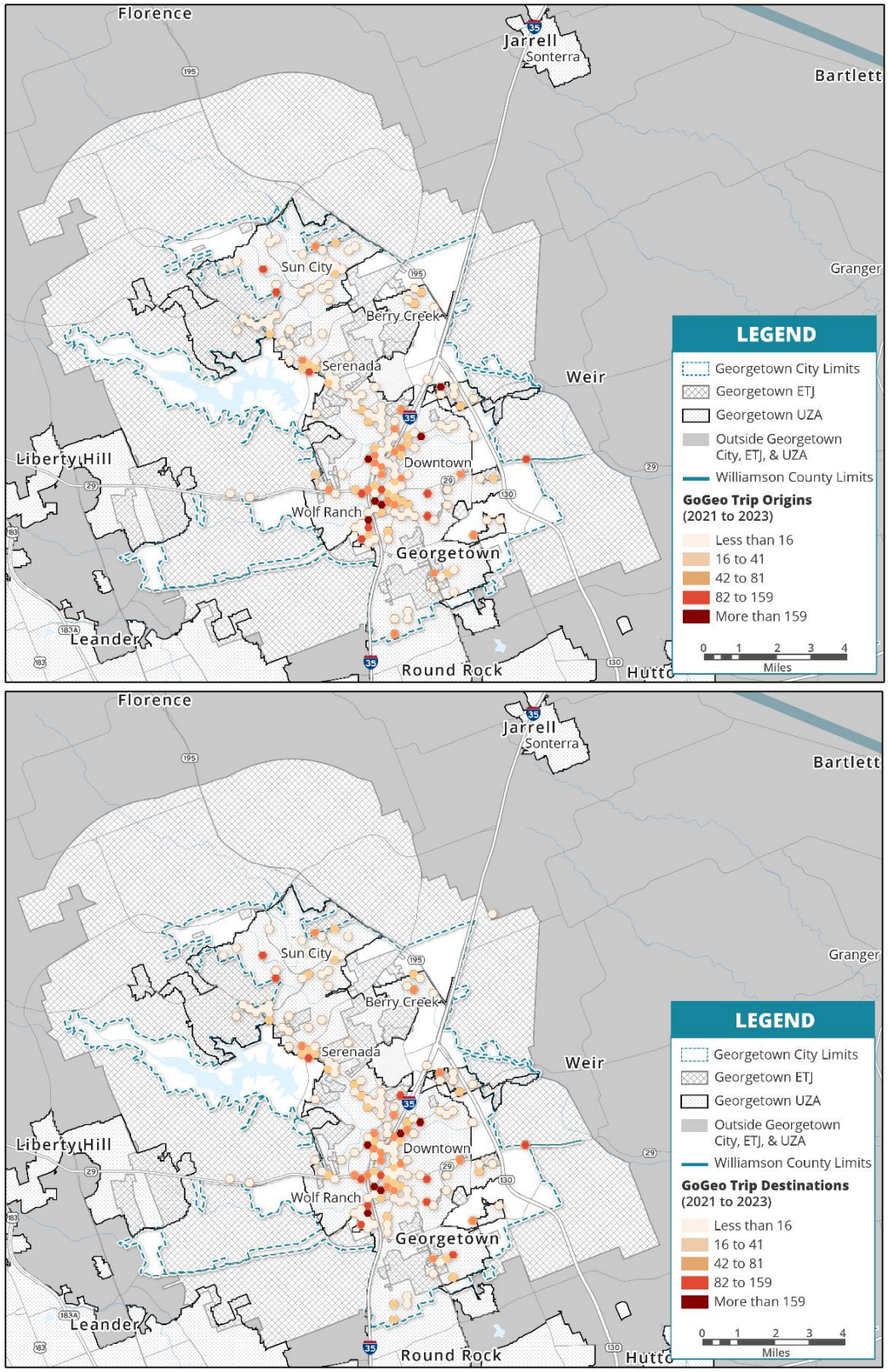
Figure 39: GoGeo Limited Paratransit & Senior Service Monthly Ridership, Oct. 2021 – Nov. 2023



Source: City of Georgetown, 2023

Figure 40 details origins and destinations for the GoGeo system between 2021 and 2023. Rather than using standard Census Block Groups or Transportation Analysis Zones to illustrate these origins and destinations, the maps a tessellation of hexagons 1-acre in diameter for a more detailed picture. Some of the most popular trip origins were near the industrial park off Sudduth Drive and I-35, the Georgetown Community Center, the Wolf Ranch shopping center, The Caring Place/Carver Center for Families, and the apartments off Leander Road and I-35. There is overlap with the most popular destinations at the Georgetown Community Center, Wolf Ranch shopping center, and The Caring Place/Carter Center for Families. Two additional destinations were the Williams Drive and N Austin Avenue shopping center, and the Thousand Oaks Boulevard neighborhood.

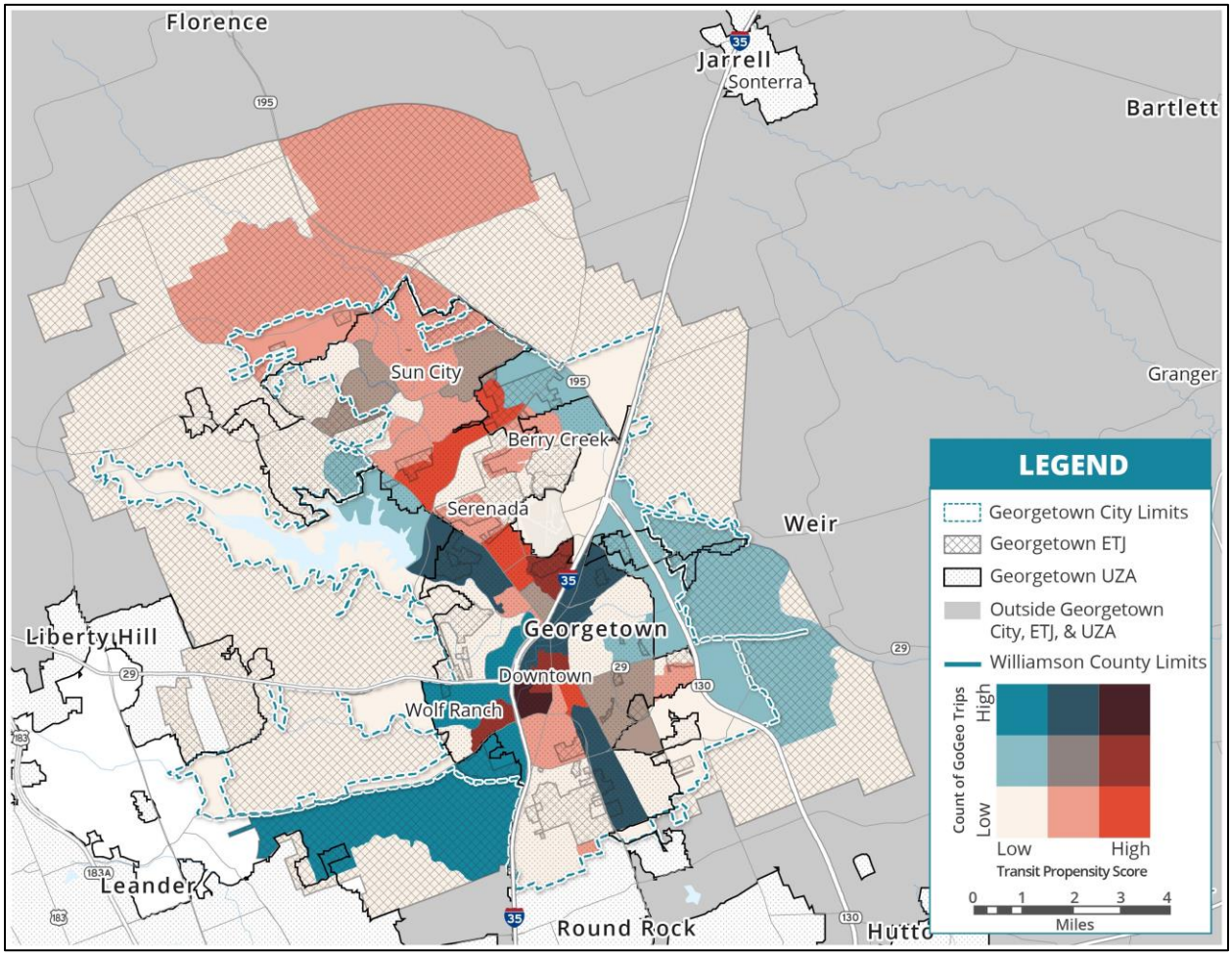
Figure 40: GoGeo System Origins & Destinations, 2021 – 2023



Source: CapMetro, 2023

Figure 41 displays an overlay of GoGeo trips by Census Block Group and the Transit Propensity Scores of those Block Groups. The map shows a bivariate (or two axis) measurement of each Block Group's total GoGeo trips (in a blue color scale) and Transit Propensity Score (in a red color scale) and combines measures using combined color scales. An area of note that shares both high Transit Propensity Scores and high GoGeo trips are Downtown south of University Avenue. Other notable areas are the Williams Drive Corridor from Rivery Boulevard to D B Wood Drive, east of I-35 north of Downtown, Downtown, along FM 1460 south of Downtown, and the north of Northwest Boulevard west of I-35.

Figure 41: GoGeo Trips & Transit Propensity Index Scores



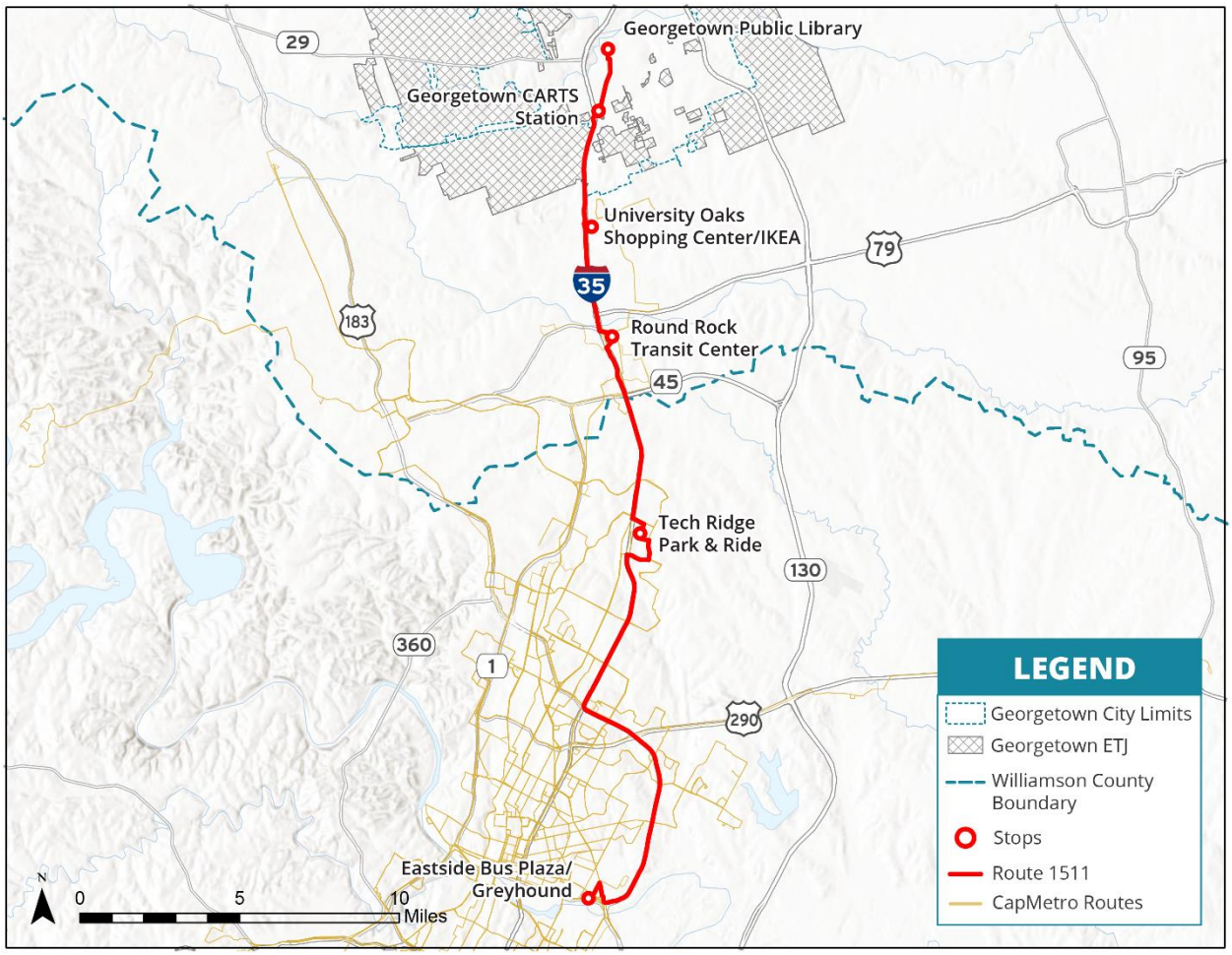
Source: City of Georgetown, 2023 and US Census Bureau 2021 5-Year American Community Survey

CARTS Service - 1511 Red Route

The 1511 Red Route is a component of the CARTS Interurban Coach network, which is comprised of fixed route regional intercity services connecting various cities in the CARTS service area to Austin. The 1511 Red Route connects Georgetown and Round Rock to Austin via I-35.

The 1511 Red Route operates every weekday, from 7:50 a.m. to 5:05 p.m. and provides two morning and one afternoon round trips, as well as an afternoon one-way run. Route 1511 includes stops at the Georgetown Public Library, University Oaks Shopping Center (i.e., IKEA), CapMetro Round Rock Transit Center, CapMetro Tech Ridge Park & Ride, and the Eastside Bus Plaza/Greyhound station in east Austin. Within Georgetown, the route makes additional stops at the Georgetown Public Library and the CARTS Georgetown Station.

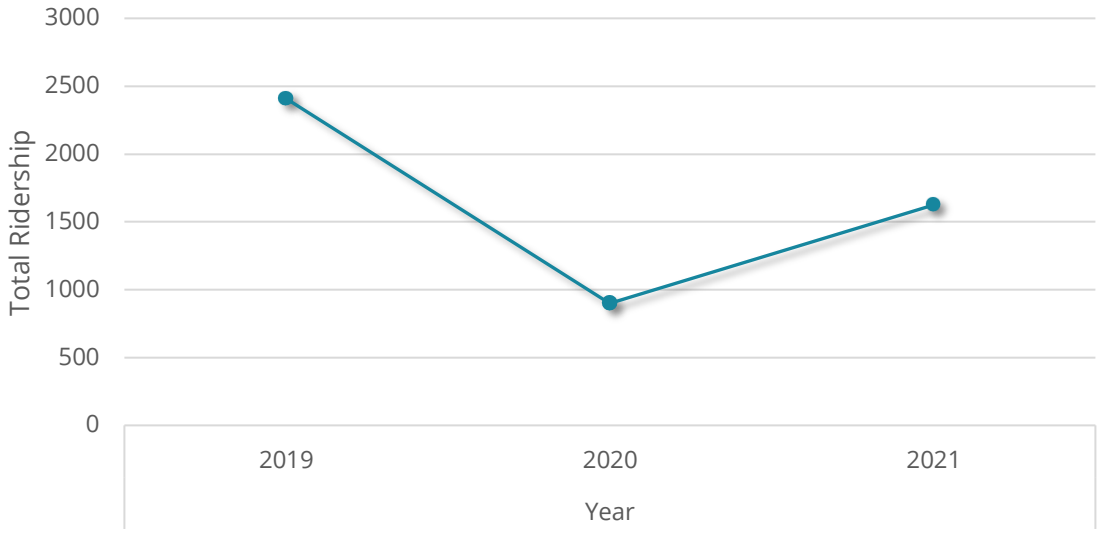
Figure 42: CARTS 1511 Red Route



Source: City of Georgetown, 2023

Figure 43 displays the 1511 Red Route's annual ridership from 2019 to 2022 and shows that the service has experienced a substantial decrease in ridership since its launch in 2019. The service experienced a large drop-off in ridership from 2019 to 2020, due to the Covid-19 pandemic, aligning with regional and national trends. Between 2020 and 2021, the 1511 Red Route experienced a slight increase in ridership.

Figure 43: CARTS 1511 Red Route Annual Ridership, 2019 – 2022



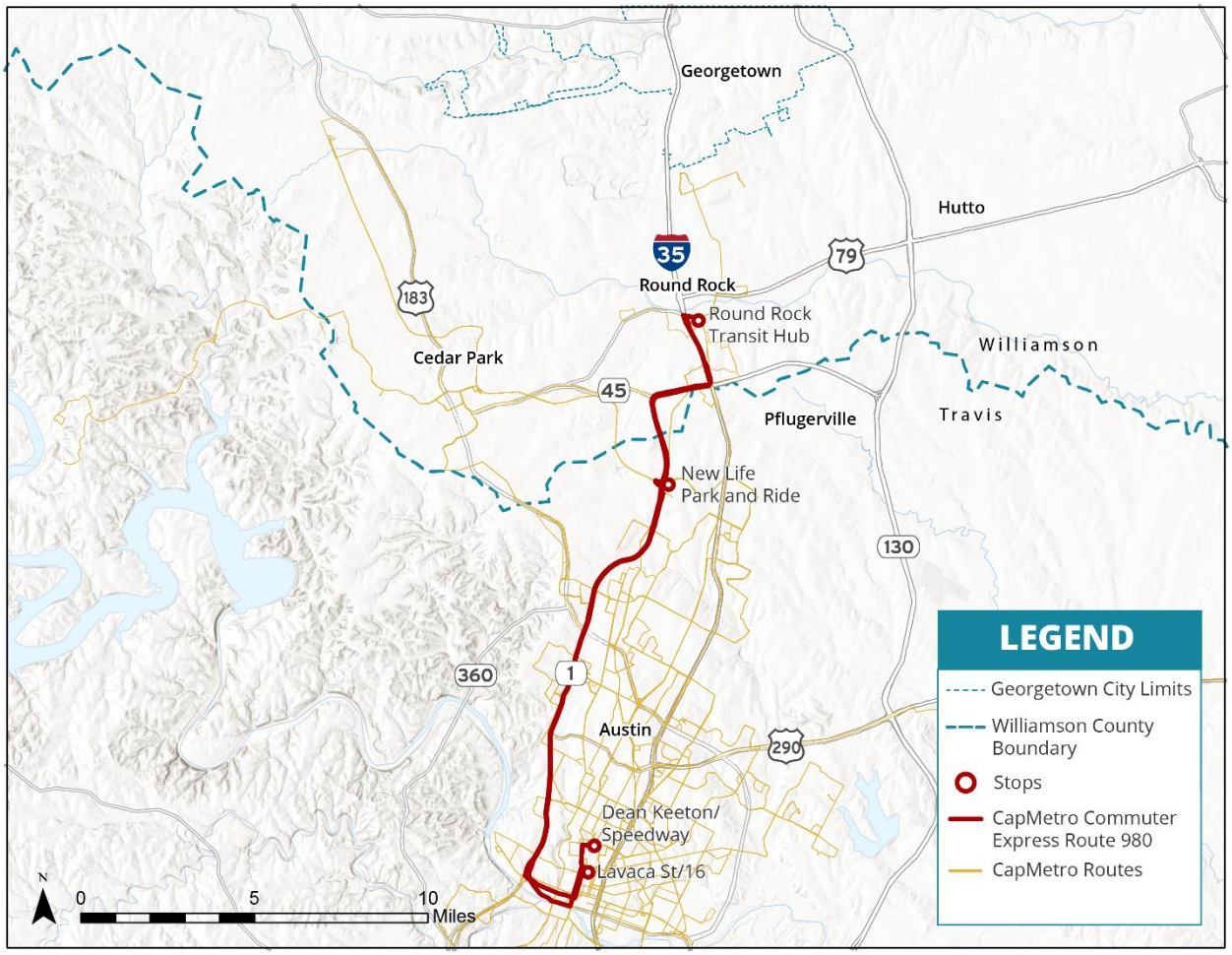
Source: CARTS Transportation Development Plan, 2023

Existing Services Outside Georgetown

CapMetro 980 - North MoPac Express

CapMetro's Route 980 North MoPac Express is a limited-stop express service that connects Round Rock, North Austin, and downtown Austin via the Texas State Highway Loop 1 toll lane. Route 980 operates on weekdays only, with one-way trips at 7:00 a.m. originating at the Round Rock Transit Center and ending at the Dean Keeton / Speedway stop. The northbound service operates at "drop-off only," with no additional riders allowed to board after leaving the Dean Keeton / Speedway stop at 5:20 p.m.

Figure 44: CapMetro Route 980 – North MoPac Express



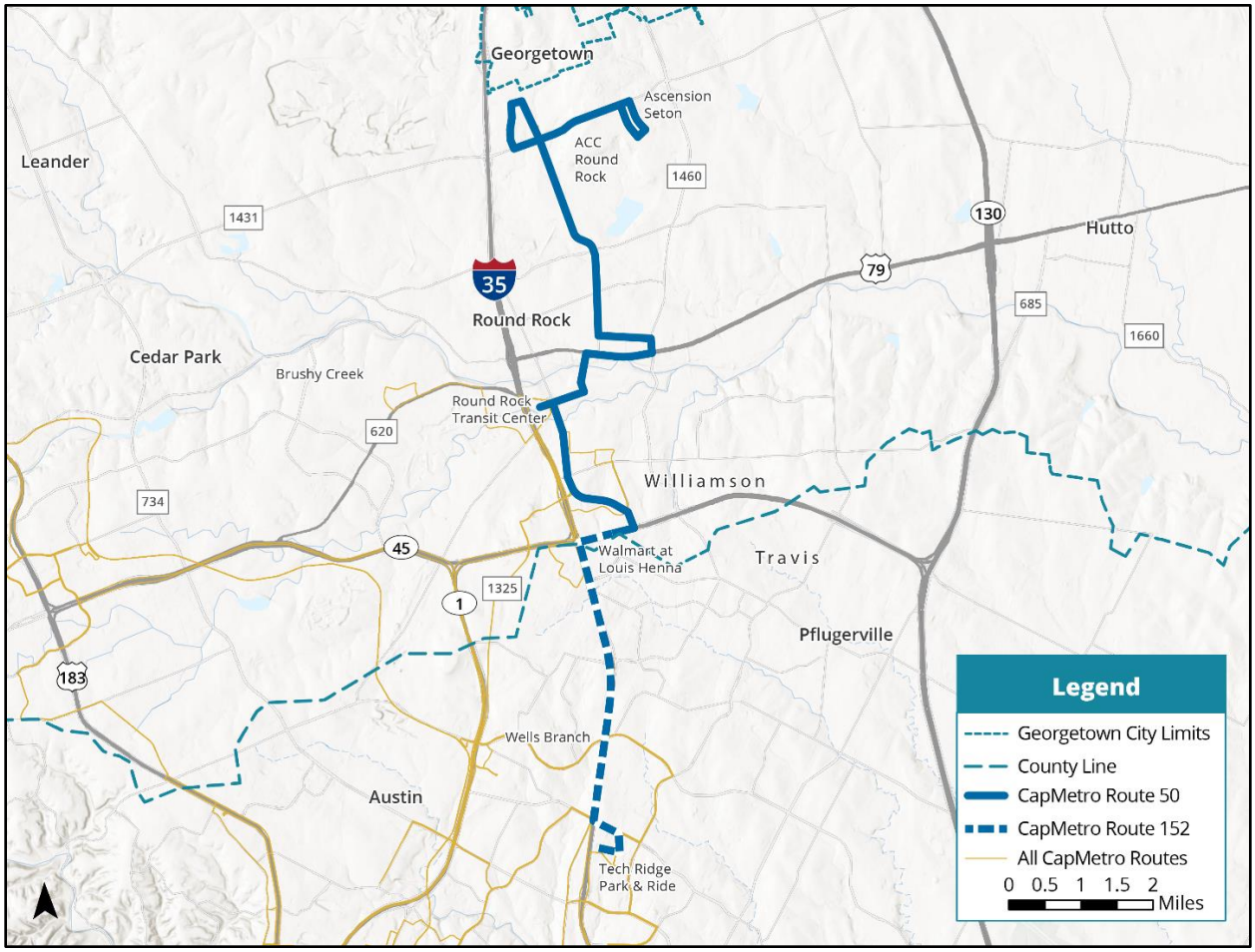
Source: CapMetro, 2023

CapMetro Route 50/152 – Round Rock Tech Ridge

CapMetro Route 50/152 – Round Rock Tech Ridge is the product of recent service changes and interlines CapMetro's Route 50 and Route 152. Route 50 connects the Austin Community College (ACC) Round Rock Campus to the Walmart at Louis Henna, making stops at key locations such as the Outlet Mall, H-E-B Plus University, the Sunrise corridor, downtown Round Rock, and the Round Rock Transit Center. Route 50 operates hourly on weekdays from 6:15 a.m. to 8:00 p.m. Additionally, southbound trips extend into Route 152 stops at the Tech Ridge Park & Ride. Route 152 provides hourly service on weekdays between 6:30 a.m. and 8:00 p.m.

Note that after departing the bus stop at Walmart near Louis Henna Boulevard, southbound trips continue as Route 152 and northbound trips operate as Route 50. Customers can remain seated on their bus if continuing past the Walmart stop in either direction.

Figure 45: CapMetro Route 50/152 – Round Rock Tech Ridge



Source: CapMetro, 2023

Gaps Analysis

Introduction

This section builds on findings from the Plan Review, Market Analysis, and Operations Analysis by highlighting transit needs and identifying key opportunities that will inform future phases of the TDP.

Gaps and Opportunities

Provide local connectivity to existing and future regional transit.

CapMetro and CARTS have made concerted efforts to provide quality service for regional mobility in the Capital Area and Central Texas. Considering Market Analysis findings, many residents of Georgetown work and travel to Austin daily. The community could benefit from connection to nearby existing regional transit hubs like Tech Ridge Park & Ride, Georgetown Station (served by CARTS), and even Leander Station (13 miles away) served by MetroRail Red Line.

Consideration of ongoing sidewalk and alternative transportation infrastructure efforts to capture planning efficiencies and ensure collaboration of findings/recommendations.

As the City advances efforts such as the Future Mobility Plan and Sidewalk Master Plan, it is critical for the City to ensure there is coordination between efforts so that investments can be synchronized to maximize economic efficiency. Pedestrian and bicycle facilities are vital to the success of transit and where possible, investments around proposed transit infrastructure should be considered a priority.

Ensure that transportation investments and existing services are considerate of community needs as they pertain to hours of operation, cost, frequency, convenience, and destinations.

Economic viability and quality of service go hand in hand. For a transit service to be economically sustainable, it must also serve the needs of the community. Mobility solutions proposed by this TDP will have to fulfill various needs of potential riders to be successful, most important of which is dependability. Is the service on-time, operating during the hours people need it, and does it go where potential riders need it to go for a reasonable cost? The Market Analysis via the Transit Propensity Index and Origins and Destinations analysis in this report identify several areas where Georgetown

Residents would benefit from transit service. Some key areas are the Williams Drive Corridor, downtown, and retail centers near University Boulevard in Round Rock. The study will explore the potential for new service in Georgetown in reference to modeled demand identified in market analysis and via prior ridership trends.

Enhance mobility options across I-35 from Williams Drive corridor to Downtown and job centers to the south.

Georgetown is bisected by I-35, which creates a mobility challenge for those needing to cross the highway for essential services like grocery shopping, trips to school or work, or medical appointments. For example, with the West University Avenue H-E-B moving across I-35, grocery options for residents east of I-35 are limited to Aldi or Family Dollar/Dollar Tree. While Southwestern University students benefit from a once-a-week shuttle from campus to H-E-B, others in the community without access to a vehicle must walk or find a ride to buy groceries.

Support growing senior populations and ensure that Georgetown develops as an "Age in Place" community, where residents, regardless of age and ability, have access to activity centers and critical services (grocery stores, medical appointments, etc.).

Providing convenient access to essential services for seniors is key to supporting independence and allowing people to age in place. Seniors as a population are more dependent on transit than other age groups. Reliable, intuitive, and affordable transportation options can help seniors achieve independence. There are notable clusters of senior housing in Sun City, along Williams Drive, and near downtown Georgetown with Sun City being having the highest population of seniors in the City.

Work with major employers and non-profit organizations to identify gaps and explore opportunities for partnerships to grow local support for transit in Georgetown (Senior/Independent living communities, healthcare providers, universities, and colleges).

Georgetown's community is a product of a complex lattice which includes major employers, non-profit organizations, government agencies and services, and citizens. Communicating with this community and partnering with willing parties can help to identify and bridge existing mobility gaps. Existing transit providers such as senior transportation services, or employee commute programs can be expanded to better serve the population's mobility needs.