



DRAFT



Georgetown Transit Development Plan

Moving Georgetown Forward



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Executive Summary

Introduction

In 2023, the City of Georgetown, in partnership with CapMetro, began the process of updating its Transit Development Plan (TDP) to reassess the City's mobility needs. Adoption of the plan gives the City access to Federal Transit Administration (FTA) Section 5307 Funds through CapMetro's Regional Service Expansion Program.

Recognizing the transformative changes since the 2016 TDP effort, this update is geared towards creating a resilient, flexible, and inclusive transit system that addresses both current and future mobility needs.

The TDP evaluates the City's existing demographic and mobility conditions, incorporates extensive community and stakeholder feedback, and proposes strategic transit expansion and supportive concepts that aim to incrementally improve transit for residents, workers, and visitors of Georgetown. A central goal is to enhance the quality of life for the community by providing reliable, accessible, and efficient transportation options that meet the demand for access to essential services, jobs, and recreation, both within Georgetown and in the region.

Why Update the TDP?

CapMetro requires an updated TDP every three years to remain eligible for the Regional Service Expansion Program. Updating the TDP allows the City to:

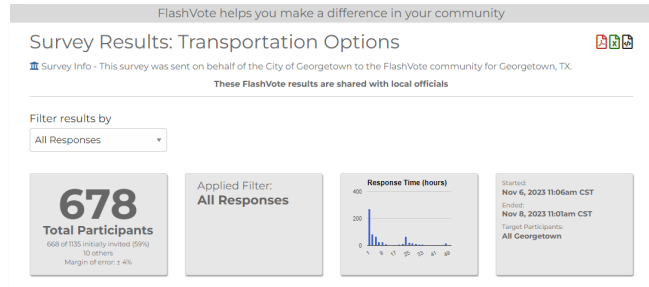
- **Maintain access to Federal transit funding.**
- **Reevaluate existing transit service and demographics to identify opportunities for improvement.**
- **Create a roadmap to enhance mobility options.**



Public Involvement Process

A comprehensive public involvement strategy was the cornerstone of the TDP process, designed to ensure the plan reflects the diverse needs and preferences of Georgetown. The City and CapMetro's approach included a series of engagement activities that facilitated meaningful dialogue and gathered valuable insights from residents, stakeholders, and existing transit riders. Key engagement metrics and activities include:

FlashVote Survey: Captured the perspectives of 678 residents, highlighting a strong desire for improved regional connections and enhanced safety measures for cyclists and pedestrians.



Virtual Open House Sessions & Pop-ups: The combination of two virtual open houses and six pop-up events attracted over 1,549* visitors and generated insightful comments, emphasizing the community's interest in expanding public transit options and improving service accessibility.



Stakeholder Interviews: Engaged leaders from 12 key organizations, revealing critical insights into the need for better regional connectivity and more efficient local transit services.



**Does not include State of the City pop-up event engagement totals.*

Goals and Objectives

The TDP established a set of clear, actionable goals and objectives guided by the feedback received through the public involvement process.



Strengthen Community and Regional Coordination:

Create a process driven by community outreach and regional coordination that serves as a guideline for ongoing and future transit planning efforts.



Address Comprehensive Mobility Needs: Adequately address the mobility needs of Georgetown residents and provide connectivity to destinations throughout Georgetown and the Austin Metropolitan Area.



Plan for Future Transit Needs: Develop transportation options that address the near-, mid-, and long-term needs of Georgetown.



Enhance Transit Service Quality: Provide a safe, reliable, efficient, affordable, and accessible transportation option for residents, workers, and visitors of Georgetown.

Existing Conditions

The TDP update is informed by an existing conditions analysis which examined factors that influence the City's transit environment. The analysis investigated the City's demographic trends, previous and current transit services, land use and development patterns, and user needs.

Plan Review

The plan review incorporated local and regional plans related to transit. The review served to identify best practices and successes, lessons learned, and potential areas of improvement to inform TDP development. This holistic approach ensures that the TDP not only addressed immediate transportation needs but also positions the City for responsible growth and sustained transportation investment in the long-term, fostering a more resilient and accessible community.



Market Analysis

Georgetown has experienced significant population growth over the last decade (41%). This growth has been accompanied by evolving demographic characteristics, including an increase in the senior population and other critical socioeconomic groups. The City's expansion underscores the pressing need for scalable and efficient transit solutions. Current transit demand analysis indicates high potential for ridership growth in areas with medium to high-density residential and commercial development, which are largely located in central Georgetown and along Williams Drive.



Operations Analysis

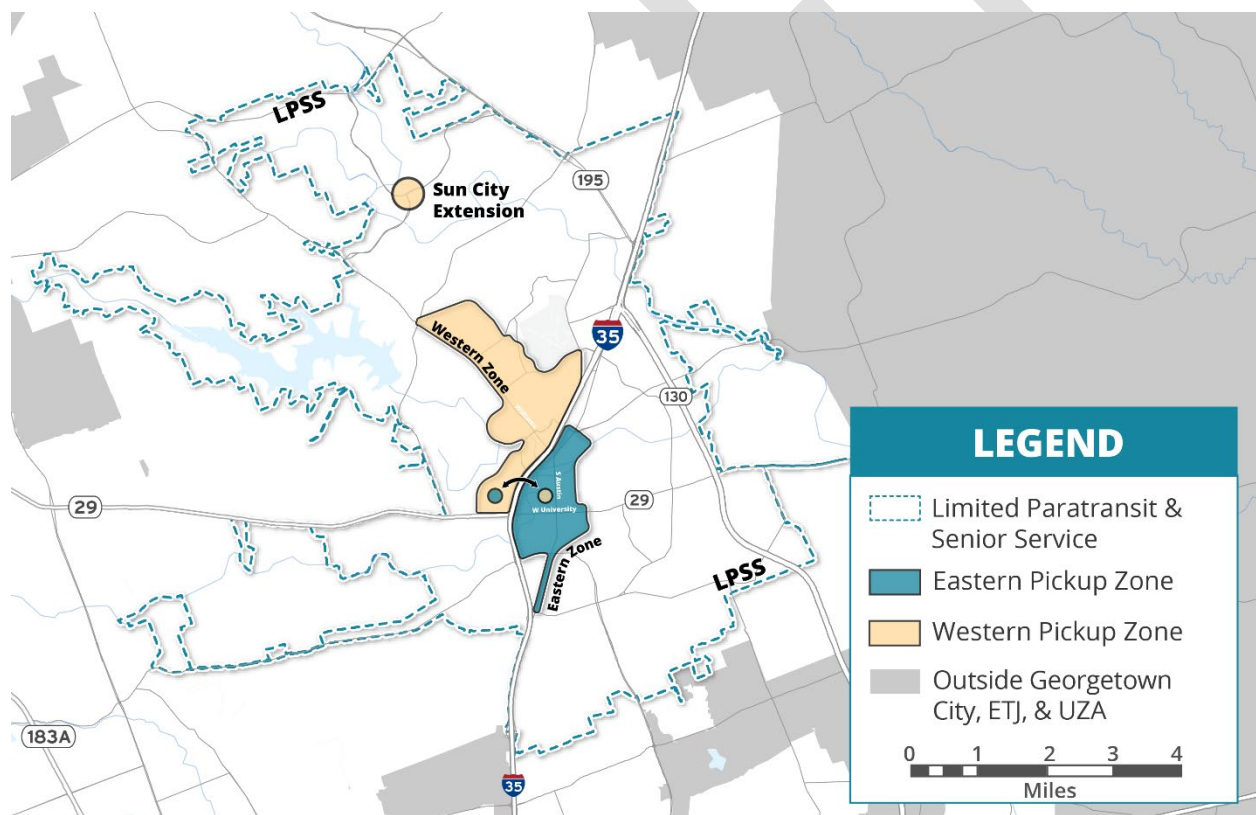
The GoGeo Limited Paratransit and Senior Service (LPSS) serves as the backbone of Georgetown's public transportation system. However, analysis and public feedback revealed varying levels of service effectiveness. Additionally, the City benefits from regional services provided by CARTS, though integration and connectivity with local services can be enhanced. Data on transit usage and community feedback highlight a strong demand for improved public transportation options, with specific interest in services that offer regional connectivity, increased frequency, and extended service hours.



Future Transit Needs

The TDP identifies a series of transit concepts to address transportation gaps, enhance service quality, and prepare for future mobility needs. Transit concepts were based on public and stakeholder feedback, technical analysis, and the consideration of transit options (e.g., LPSS, on-demand service, fixed-route bus, express routes, and ridehailing programs) and rider profiles (e.g., working age, youth, persons with disabilities, students, and seniors). These concepts were designed to create a more inclusive, reliable, and integrated transit system for Georgetown. The TDP provides a multi-faceted approach to transit expansion, including enhancements to the GoGeo Limited Paratransit and Senior Service and performance-based phased implementation of one or more on-demand service zones. The TDP also provides transit-supportive concepts including increased city-led transit marketing and outreach, coordination with CARTS related to 1511 Red Route improvements, and integrating a ridehailing voucher program.




Proposed Transit Expansion Concepts



Note that any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts.

Implementation & Cost Scenarios

The TDP update provides three implementation scenarios of the proposed transit expansion concepts. This plan details the financial implications of the proposed implementation scenarios to provide the City with a menu of options and roadmap for enhancing local transit.

	Scenario	Cost	Description
	Enhanced LPSS	\$	Enhanced GoGeo Limited Paratransit and Senior Service through the increase of vehicles, operating hours, and reservation options.
	Phased Implementation	\$\$	Enhanced GoGeo Limited Paratransit and Senior Service and the phased implementation of on-demand service covering downtown and west Georgetown adjacent to I-35.
	Unconstrained Implementation	\$\$\$	Enhanced GoGeo Limited Paratransit and Senior Service implemented in FY25 and a fiscally unconstrained on-demand service covering downtown and west Georgetown adjacent to I-35, as well as Sun City.





Conclusion

The updated TDP represents a significant step forward in the City's pursuit to create a more connected, accessible, and efficient transit system. Drawing on community input and technical analysis, the TDP lays out a roadmap for the future of transit in Georgetown. With a focus on innovation, inclusivity, and sustainability, the plan sets the stage for transformative improvements that will enhance the quality of life for all residents and support the City's continued growth.

Introduction

The City of Georgetown (City), in collaboration with the Capital Metropolitan Transportation Authority (CapMetro), has updated its three-year Transit Development Plan (TDP) to develop transit concepts that address the area's updated needs since the last TDP was adopted in 2016. The updated TDP is separated into several sections, detailed below.

Table 1: Georgetown TDP Components

	Public Involvement	A description of public involvement outreach methods and findings, which provided qualitative, community-informed knowledge to validate technical analysis and inform transit concept development.
	Goals & Objectives	A continuation of the previous TDP's goals and objectives aligning with the City's vision and needs.
	Existing Conditions	A summary of relevant local and regional plans, the City's existing conditions related to population, employment, demographics, transit demand, and previous and existing transit operations.
	Gaps Analysis	Combines the Operations and Market analyses from Existing Conditions to identify opportunities for transit concepts.
	Future Transit Needs	An outline of methods for developing and summarizing proposed transit concepts.
	Implementation Scenarios	A roadmap for transit implementation scenarios over the three-year plan horizon.
	Cost Scenarios	A three-year financial plan outlining annual costs for implementation scenarios.

Purpose

The City of Georgetown seeks continued participation in CapMetro's Regional Service Expansion Program, which allows access to the Federal Transit Administration's (FTA's) Urbanized area Formula Funding Program (i.e., Section 5307 Funds), to go towards transit capital and operating costs to urbanized jurisdictions outside of the existing CapMetro service area. Any jurisdiction that uses Section 5307 Funds through this program must first complete and adopt a TDP to identify existing transit service gaps and prioritize potential transit projects in addition to maintaining active services.

This TDP serves as an update to the 2016 Georgetown TDP and represents an initial planning stage that does not obligate the City to any new or additional transit funding. Any final decisions related to transit implementation will be dependent on further public feedback, interagency coordination, and future service planning efforts. The overall purpose of this TDP is to qualify the City for Section 5307 Funding and produce an updated document that can provide City staff and leadership practical guidance to facilitate transit service decisions over the next three years and beyond.

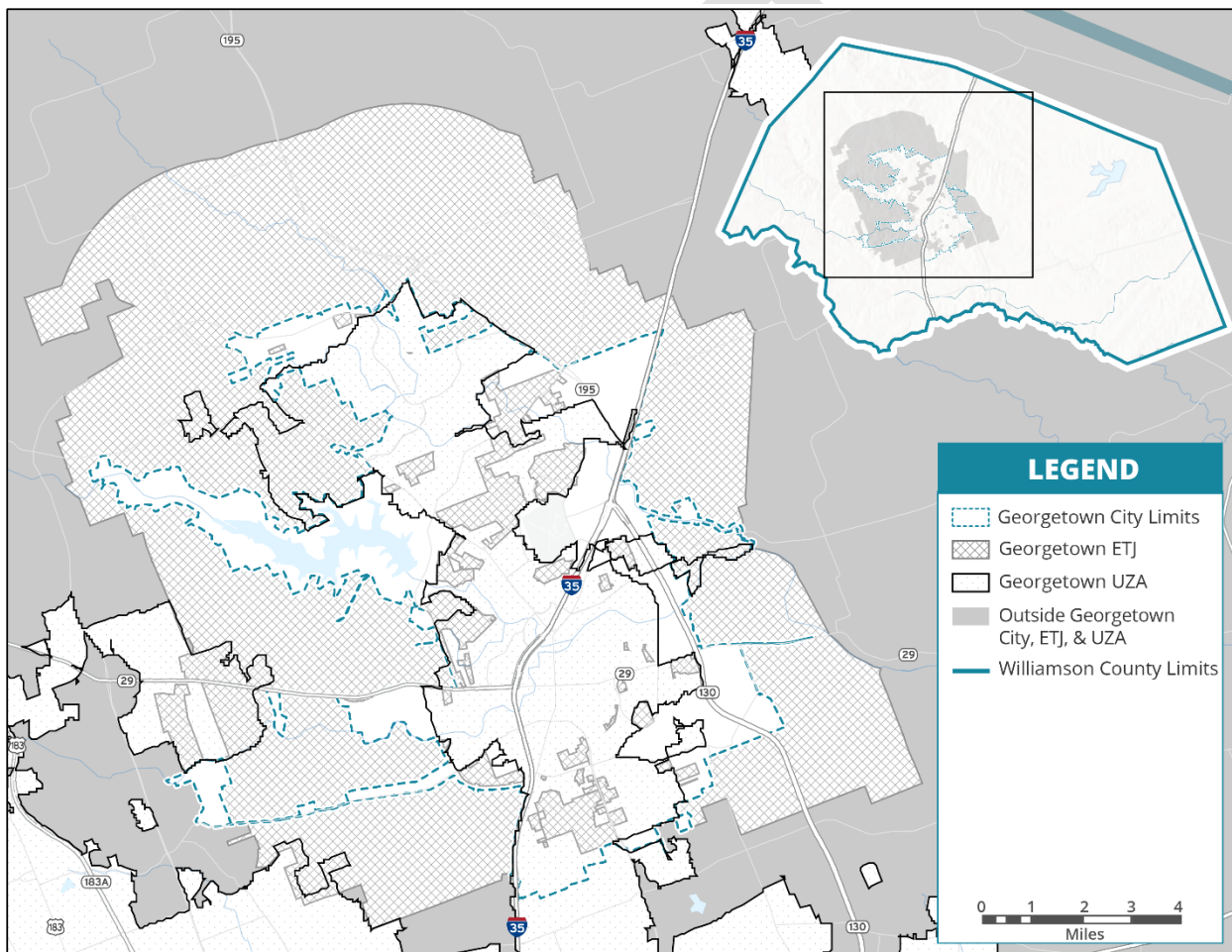
Figure 1: Why Update the TDP?



Study Area

The study area for this TDP update is defined as urban area within Georgetown's city limits and extraterritorial jurisdiction (ETJ), or a designated buffer around a municipality considering future growth and/or service boundaries, defined by the 2020 Census released in early 2023 (**Figure 2**). The Section 5307 Funds used for any active services and transit concepts identified in this TDP would be limited to the study area. Any transit investments that extend into the Capital Area Rural Transportation System (CARTS) rural service area will require coordination with CARTS staff and/or other mobility service providers.

Figure 2: Georgetown TDP Study Area



Public Involvement

A comprehensive public involvement strategy was the cornerstone of the TDP process and was designed to ensure the plan reflects the diverse needs and preferences of Georgetown's community. The City and CapMetro's approach included a series of engagement activities that facilitated meaningful dialogue and gathered valuable insights from residents, stakeholders, and existing transit users across two phases, detailed below:

- Phase 1 sought feedback from the public and stakeholders on proposed goals and objectives, and existing conditions findings. The team utilized a survey, stakeholder interviews, Resident Advisory Committee (RAC) meetings, a virtual open house, and pop-up events to help inform the development of transit concepts.
- Phase 2 sought feedback from the public and stakeholders on proposed transit concepts prior to the team's draft and final plan development. The team utilized RAC meetings, informational sessions, a virtual open house, and pop-up events to finalize transit concepts.

Phase 1

Phase 1 of the public involvement process included a community FlashVote survey, stakeholder interviews, a RAC meeting, virtual open house, and pop-up events. The purpose of this outreach was to gather initial input and feedback from the public on TDP goals and objectives, transit needs and services in Georgetown, and existing conditions analysis findings.



The feedback gathered from the first phase of outreach will be used to inform the TDP's draft transit expansion and supportive concepts. The following table provides a summary of engagement totals by activity.

Table 2: Phase 1 Public Involvement Activities Summary

Engagement Activity	Timeframe	# Engaged
Survey		
FlashVote Survey	November 6 – November 8, 2023	678
Virtual Open House		
Virtual Open House 1	December 4 – December 22, 2023	59 Comments 628 Site Visitors
Stakeholder Interviews		
Stakeholder Interview 1	December 7, 2023	4
Stakeholder Interview 2	December 8, 2023	3
Stakeholder Interview 3	December 8, 2023	1
Stakeholder Interview 4	December 8, 2023	1
Stakeholder Interview 5	January 8, 2024	4
Stakeholder Interview 6	January 26, 2024	2
Resident Advisory Committee		
Resident Advisory Committee Meeting #1	December 13, 2023	4
Pop-Up Events		
Downtown Georgetown Christmas Stroll	December 1 & 2, 2023	167
The Caring Place	December 4, 2023	16
Other Outreach and Promotion		
City of Georgetown Social Media (Facebook)	December 4, 2023 December 11, 2023 December 15, 2023 December 19, 2023	8,701 Impressions 453 Engaged
City of Georgetown Social Media (X/Twitter)	December 4, 2023 December 11, 2023 December 15, 2023 December 19, 2023	2,472 Impressions 51 Engaged
City of Georgetown Website	September 2023 to January 2024	628 Site Visitors
City of Georgetown Weekly E-Newsletter	November 29, 2023 December 6, 2023 December 13, 2023	982 Clicks 17,492 Recipients (approx.) 43.8% Open Rate (approx.)
Existing Rider Letters	December 5, 2023	550 Letters
GoGeo Limited Paratransit/Senior Service (LPSS) Flyer Distribution	December 13, 2023	100 flyers on LPSS Routes
Phone Outreach	December 2023 to January 2024	Top 10 Limited Paratransit and Senior Service customers

FlashVote Survey

To better inform the TDP, the team collected feedback from residents through an online survey platform (i.e., FlashVote) and analyzed responses to identify key themes and actionable next steps. The FlashVote survey received 678 responses that included a wide range of perspectives on public transportation in Georgetown. Key themes from the survey included the following:

1. There is a desire for regional connections.
2. There are mixed opinions on public transportation.
3. There is demand for bike lanes and increased safety.
4. Seniors' transportation needs are a community priority.
5. There is a need for improved information and communication related to existing transit options.

Virtual Open House #1

The TDP team held a virtual open house available in English and Spanish on the TDP project website (georgetowntdp.com). The meeting materials included a pre-recorded presentation and opportunity for comment. This event started on Monday, December 4, 2023, and closed on Friday, December 22, 2023.

Through this event, the team shared information about the TDP's purpose, background, goals and objectives, and initial existing conditions analysis findings. The virtual open house offered participants the opportunity to provide comments and feedback through the project website comment box.

Figure 3: Virtual Open House 1 Presentation Title Slide



The TDP team received 59 comments during the virtual open house comment period. 77% of website visitors came from a direct search and the website had a total of 628 website visitors during the open comment period. Through this event, the team obtained the following key themes:

- There is a desire for public transportation options connecting key destinations, both within Georgetown and in surrounding regions (e.g., Austin, Round Rock).
- There is a desire for new public transportation options and amenities including fixed-route bus, limited stop/express service, park and ride facilities, and other high-capacity transit options.
- There is a need for increased communication and education on existing public transit services.
- The existing GoGeo Limited Paratransit and Senior Service is a critical transportation option for select populations; however, existing customers have experienced issues with timely reservations (e.g., service unavailable due to bookings at capacity). Existing users also noted eligibility processes (i.e., paper application screening for limited paratransit) as a barrier to using the service.
- Transit improvements should prioritize the implementation of reliable and affordable public transit options that serve all residents.
- The TDP should provide continued support for the senior community in Georgetown, specifically Sun City.
- Transit improvements should be based on and support Georgetown's continued growth.

Stakeholder Interviews

The TDP team hosted a series of interviews with community members representing organizations with an inherent stake in the TDP process. Six grouped stakeholder interviews were conducted to gather more in-depth feedback and inform TDP transit improvement concepts, and included representatives from the following organizations:

- Williamson County
- CARTS
- Georgetown Health Foundation
- The Caring Place
- Southwestern University
- Georgetown Family YMCA
- United Way Director for Williamson County
- Williamson County and Cities Health District
- The Georgetown Project
- Georgetown Library
- Georgetown Recreation Center
- Opportunities for Williamson and Burnet Counties
- Faith in Action

Figure 4: Youth Organization Stakeholder Group Interview



Stakeholder interviews were hosted both virtually and in person. An overview of the TDP purpose and schedule was provided to the interviewees, and the team facilitated open discussion on the City's mobility needs, opportunities, barriers, and any other relevant information. Through this effort, several key themes became apparent, including:

- There is a need for regional connectivity to existing and future transit in Round Rock and Austin.
- There is a need for efficient and reliable transit services within Georgetown, with emphasis on connections to social services, medical facilities, and other key destinations.
- Continued mobility support for disabled and senior residents, with access to medical appointments as a top priority for stakeholder organizations.
- Residents without a car need transit options to access grocery stores, school, activities, etc. Several interviewees noted the impact of H-E-B relocating west of I-35.
- Local non-profits and social services provide transportation services that should be considered part of the City's transportation environment, with an emphasis on after-school educational programs.

Resident Advisory Committee (RAC) Meeting #1

The TDP team hosted an RAC meeting on Wednesday, December 13, 2023, with select Georgetown citizens to gather more in-depth feedback on transit needs and opportunities to inform TDP transit improvement concepts. The RAC included the following members:

- Kathi Ray, Georgetown Health Foundation, Director of Mission Operations
- Lisa Hill, Faith in Action Georgetown, Executive Director
- Ginna O'Connor, The Caring Place, Executive Director
- Marilyn Brandon, Sharing Our Senior Resources in Sun City (SOSR), Program Chairman

This RAC meeting was hosted in person with a virtual option for attendees who could not attend in person. The TDP team presented an overview of the overall purpose of the project and TDP process including public involvement activities, existing conditions, and next steps in the process. Key findings included:

- Faith in Action provides vital mobility services to the community, but demand outweighs supply.
- Many seniors need transportation to Round Rock for medical services, which is currently a gap in existing transportation services.
- Some residents are unaware of existing GoGeo and CARTS services.
- Major community events, such as the Christmas Stroll or Red Poppy Festival, may influence transit use. Local non-profit organizations have been approached by community members and neighborhood groups to provide transportation services for these events.
- The library and Recreation Center are key destinations for focus populations and should be considered for future public outreach.

Pop-Up Events

The TDP team held two pop-up events at the Downtown Georgetown Christmas Stroll and one event at The Caring Place. The purpose of the pop-up events was to generate awareness about the TDP, virtual open house opportunity, public transit opportunities, and speak with residents about the City's transit needs. These pop-ups included tabletop boards that shared information on the TDP purpose and existing services, and a sticker board activity.

Figure 5: Christmas Stroll Pop-Up Event



The team also distributed flyers with a QR code to the virtual open house and online comment opportunity for participants to share their feedback. The Christmas Stroll events were held on Friday, December 1, 2023, and Saturday, December 2, 2023, at 116 West 8th Street. Through these events, the team engaged 167 citizens and obtained the following feedback:

- There is a need for transit services into Austin and other regional cities (e.g., Round Rock).
- There is a need for transit to continue supporting seniors in Georgetown.
- There were mixed opinions on public transit (i.e., unsure about City transit needs, what public transit represents, and what benefits come from public transit).
- The highest priority identified through the sticker board activity was local connectivity to existing and future regional transit.

The third event was held on Monday, December 4, 2023, at The Caring Place (2000 Railroad Avenue). Through this event, the team engaged 16 residents and obtained the following feedback:

- There is a need for commuter/regional services connecting Georgetown residents to key destinations (i.e., medical facilities, employment centers, etc.) in Austin, Round Rock, etc.
- There is a need for continued support for individuals with disabilities.
- There is an information gap regarding GoGeo service and CARTS 1511 Red Route service.
- The highest priorities identified through the sticker board activity were local connectivity to existing and future regional transit, support for Georgetown’s senior population, and ensuring all residents have access to vital services.

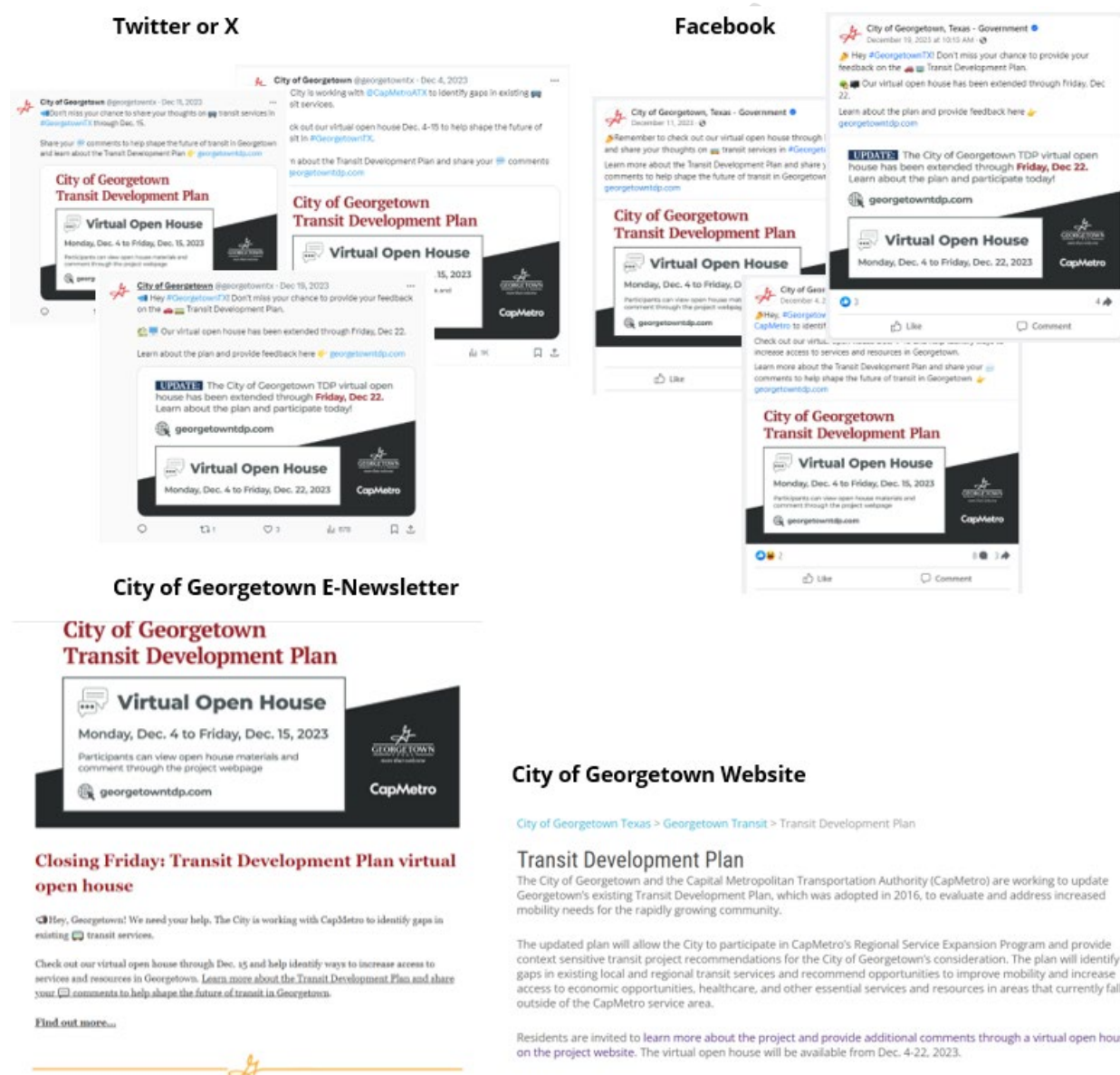
Figure 6: The Caring Place Pop-Up Event



Promotion

The TDP team used social and electronic media to promote the virtual open house through the City of Georgetown Facebook and X (formerly Twitter) accounts, website, and e-newsletter. **Figure 7** displays examples of social media and online promotional material used for Phase 1. Promotional material was strategically published before and throughout the virtual open house and pop-up events to maximize awareness and participation.

Figure 7: Virtual Open House #1 Promotion Examples



Phase 2

Phase 2 of the public involvement process included two resident advisory committee meetings, two steering committee meetings, a second virtual open house, three pop-up events, and one information event. The purpose of this outreach was to gather feedback on draft transit concepts proposed by the TDP team, and present public input received to date to demonstrate how it was used to inform the draft transit concepts.

The feedback gathered from the second phase of outreach was used to further refine the final TDP. The following table provides a summary of engagement totals by activity.

Table 3: Phase 2 Public Involvement Activities Summary

Engagement Activity	Timeframe	# Engaged
Virtual Open House		
Virtual Open House 2	February 27 – March 7, 2024	33 Comments 568 Site Visitors
Resident Advisory Committee		
Resident Advisory Committee Meeting #2	February 1, 2024	5
Resident Advisory Committee Meeting #3	March 28, 2024	--*
Pop-Up Events		
Southwestern University	February 28, 2024	16
Sun City Transit Informational	March 5, 2024	140
State of the City	March 21, 2024	--*
Informational Events		
Georgetown Collaborative	March 6, 2024	82
Other Outreach and Promotion		
City of Georgetown Social Media (Facebook)	February 27 – March 7, 2024	4,410 Impressions 281 Engaged
City of Georgetown Social Media (X/Twitter)	February 27 – March 7, 2024	1,649 Impressions 37 Engaged
City of Georgetown Weekly E-Newsletter	February 27 – March 7, 2024	285 Clicks 18,090 Recipients (approx.)
Existing Rider Letters	February 29, 2024	500 Letters

*Indicates events held after draft TDP submission. Information to be including in final TDP.

Virtual Open House #2

The TDP team held a virtual open house available in English and Spanish on the TDP project website (georgetowndp.com). The meeting materials included a pre-recorded presentation and opportunity for comment. This event started on Tuesday, February 27, 2024, and closed on Thursday, March 7, 2024.

Through this event, the team shared draft transit concepts. The virtual open house offered participants the opportunity to provide comments and feedback through the virtual open house webpage.

The TDP team received a total of 33 comments during the virtual open house comment period, with 32 comments were submitted online and one comment submitted via email. The virtual open house webpage experienced a total of 568 webpage visitors.

Approximately 351 website visitors came from a direct search. Through this event, the team obtained the following key themes about the draft transit concepts:

- General support of the draft transit concepts such as an enhanced GoGeo Limited Paratransit and Senior Service, on-demand service, and improvements to the CARTS Red Route.
- A desire for efficient and reliable transit options for the senior community in Georgetown.
- A need for public transportation options connecting key destinations, both within Georgetown and in surrounding regions (e.g., Austin, Round Rock).
- A desire for other public transportation options and amenities including fixed-route bus, door-to-door services, and other high-capacity transit options.
- Agreement on the need for increased communication and education on existing public transit services.
- Concerns for cost and affordability of draft transit concepts.
- A desire for the TDP to consider Sun City for final transit concept development.

Resident Advisory Committee (RAC) Meetings #2 & #3

The TDP team hosted RAC meetings on Thursday, February 1, 2024, and Thursday, March 28, 2024, with select Georgetown citizens to provide updates on public involvement findings and obtain feedback on draft and final transit concepts. The RAC meetings included the following members:

- Shontel Mays, Georgetown Chamber of Commerce
- Ginna O'Connor, The Caring Place, Executive Director
- Marilyn Brandon, Sharing Our Senior Resources in Sun City (SOSR), Program Chairman
- Nancy Camacho, Ministerial Alliance
- Kathi Ray, Georgetown Health Foundation
- Lisa Hill, Faith in Action Georgetown
- David Gray, GISD

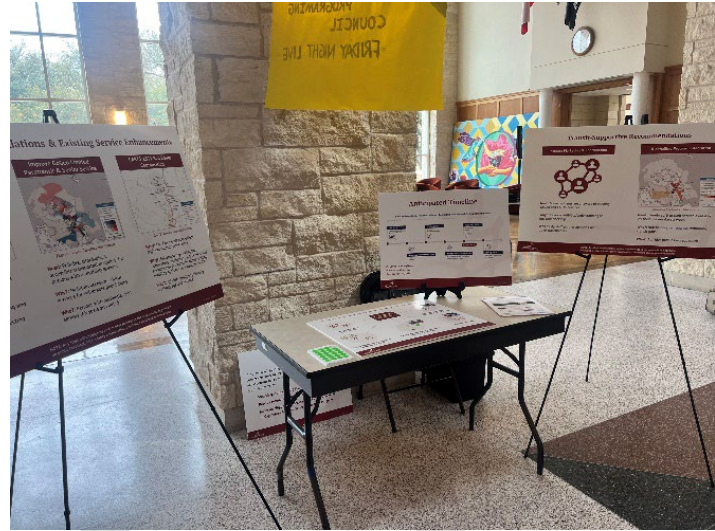
Both RAC meetings were hosted in person with a virtual option available. Key findings included:

- Sun City has demand for transit and should be considered for on-demand service. RAC members noted that a direct service to Round Rock would be essential to most residents in Sun City, primarily for access to the Baylor Scott and White hospital.
- There is a need to consider expanding the proposed west on-demand service to account for growth occurring along SH 29 and 1460.
- Usage and details of potential ride hailing program in the City.
- Enhancing GoGeo Limited Paratransit and Senior Service should be a priority in the TDP, with emphasis on same day service and additional reservation options (i.e., app-based).
- The TDP should consider more key destinations that on-demand services could access across I-35.
- There is a need to increase marketing and outreach related to existing transit in Georgetown.

Pop-up Events

The TDP team held pop-up events at Southwestern University, Sun City, and the City of Georgetown State of the City. The purpose of the pop-up events was to generate awareness about the overall TDP effort, and hear from residents about the City's transit needs and existing services. These pop-ups included boards that shared information on the TDP purpose and existing services, draft transit concepts, and a sticker board activity.

Figure 8: Southwestern Pop-up Event



The team also distributed flyers with a QR code to the virtual open house and online comment opportunity for participants to share their feedback. The Southwestern University pop-up event was held on Wednesday, February 28 at the Southwestern McCombs Campus Center at 1001 E University Ave, Georgetown, TX 78626. Through this event, the team engaged 16 students and citizens. The team obtained the following feedback:

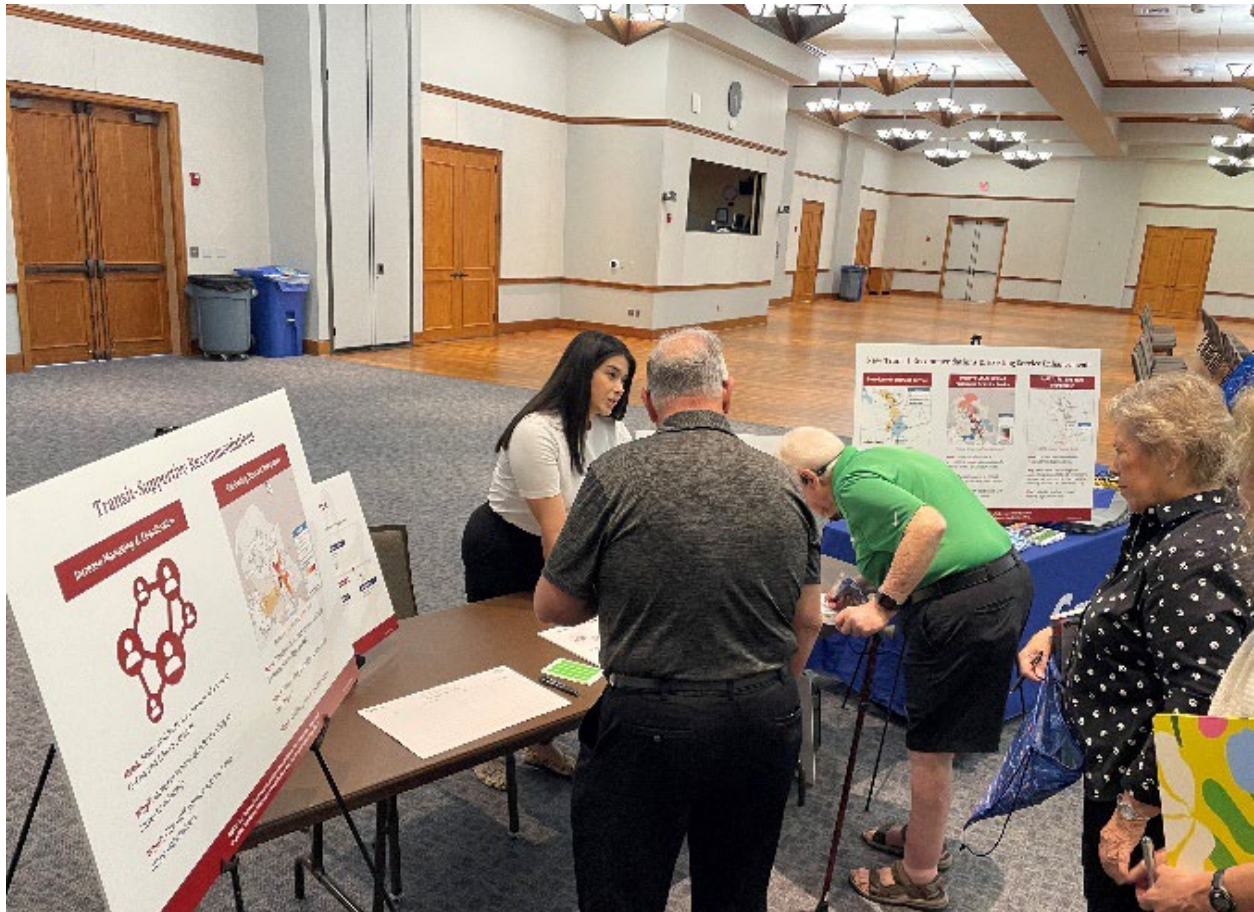
- A need for regional transit services into Austin and other regional cities (e.g., Round Rock) as a few students commute back and forth out of Georgetown for classes.
- A desire for a bus or shuttle service in Georgetown locally for all residents.
- A desire to have easier access to ridesharing programs (Lyft, Uber, etc.).
- The most prioritized transit concept identified through the sticker board activity was the CARTS 1511 Red Route Coordination concept.

The Sun City pop-up event was held at the Sun City Social Center at 2 Texas Dr. Bldg. A, Georgetown, Texas 78626. Through this event, the team engaged roughly 140 residents and obtained the following feedback:

- A desire for Sun City to be included in the on-demand service concept.
- A desire for improvements to existing GoGeo Limited Paratransit and Senior Service related to efficiency and reliability.
- A desire to for rideshare options to provide accessible mobility options in the evenings/on the weekends.

- The desire for transit services to Baylor Scott & White in Round Rock and other common medical facilities.
- The most prioritized transit concepts identified through the sticker board activity were improvements to the GoGeo Limited Paratransit and Senior Service, Ridehailing Program Integration, CARTS 1511 Red Route Coordination and on-demand service.

Figure 9: Sun City Pop-up Event



The State of the City event was held at the City of Georgetown City Hall at 808 Martin Luther King Jr St, Georgetown, TX 78626. This event allowed the TDP team to promote the TDP and spread awareness of the April 23, 2024, Council presentation. Through this event, the team engaged with Georgetown residents and presented transit concepts that would be included in the final TDP.

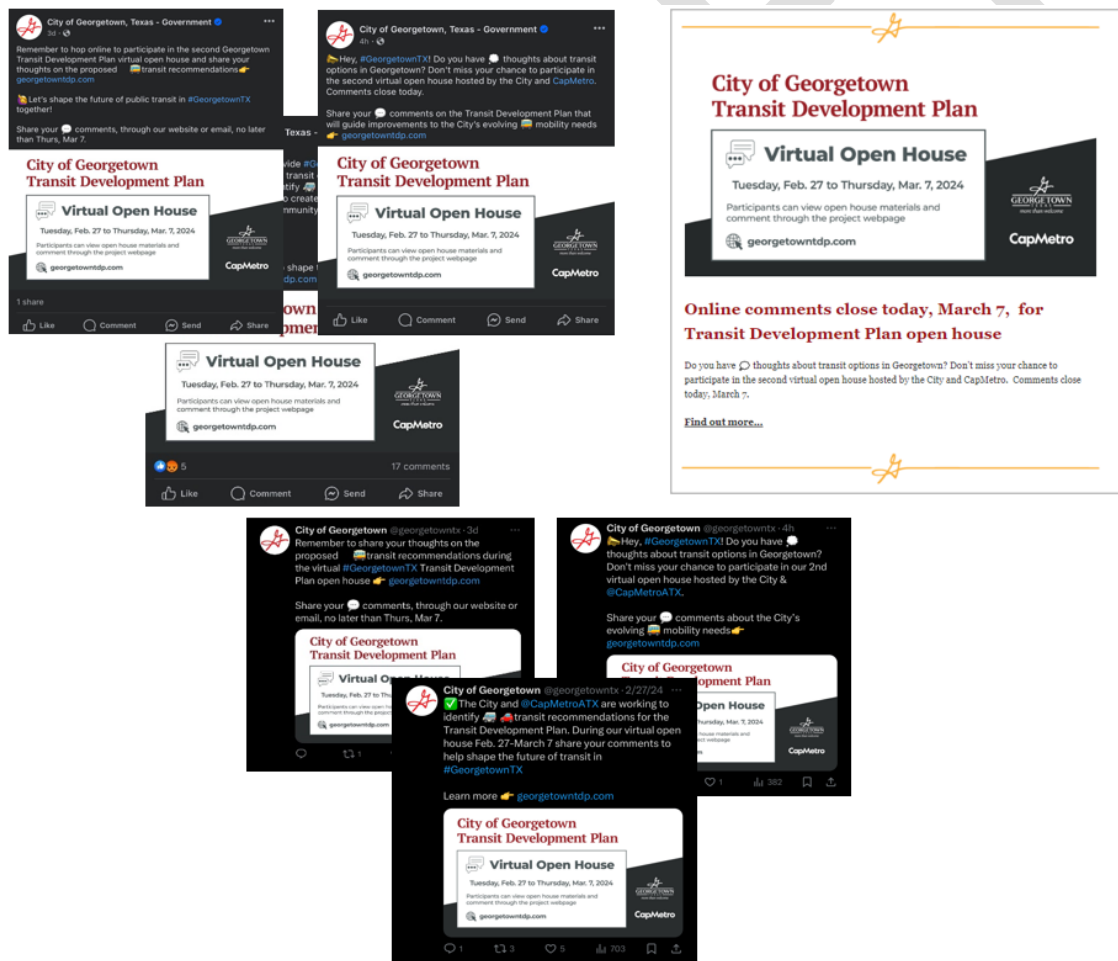
Informational Events

The TDP team had the opportunity to engage with 82 residents at the Georgetown Collaborative event at the City of Georgetown Recreation Center on Wednesday, March 6, 2024. At this event, the team provided attendees with information on existing transit services, provided information on draft transit concepts, and obtained feedback on transit needs for the youth community.

Promotion

The TDP team used social and electronic media to promote the second virtual open house and comment opportunities through the City of Georgetown Facebook and X (formerly Twitter) accounts, website, and e-newsletter. The figure below displays examples of social media and online promotional material used for Phase 2. Promotional material was published before and throughout the virtual open house and pop-up events to maximize awareness and participation.

Figure 10: Virtual Open House #2 Promotion Examples



Goals & Objectives

The goals, objectives, and associated strategies outlined in the following sections are a continuation of those provided in the 2016 City of Georgetown TDP and are intended to be monitored and updated based on City needs and priorities. Utilizing the TDP's proposed **Service Standards** to monitor achievement will assist the City in accomplishing the TDP's goals and objectives.

Goal 1: Create a process driven by community outreach and regional coordination that serves as a guideline for ongoing and future transit planning efforts.

Objective: Ensure the deployment of community-driven transit options by expanding community participation through in person and virtual methods and increasing coordination with relevant regional agencies.

- **Strategy:** Leverage previous City of Georgetown efforts and utilize existing demographic and socioeconomic data to identify transit dependent populations (e.g., youth, elderly, minority, low income, disabled, zero car household, and limited English proficiency populations), existing and potential transit users, and other key stakeholders to be targeted for public outreach.
- **Strategy:** Develop a Public Involvement Plan (PIP) that defines outreach methods and creates a public involvement timeline highlighting key milestones to guide the planning process and provide a framework for future public participation as it relates to transit planning.
- **Strategy:** Maintain consistent communication with transit dependent populations, existing and potential transit users, and other key stakeholders by utilizing a RAC and outreach methods such as input surveys, stakeholder interviews, virtual open houses, and pop-up events.
- **Strategy:** Maximize interagency coordination to create a collaborative planning environment by including key technical staff from relevant providers and agencies in select project coordination and Project Steering Committee meetings.

Goal 2: Adequately address the mobility needs of Georgetown residents and provide connectivity to destinations throughout Georgetown and the Austin Metropolitan Area.

Objective: Improve access to local and regional employment, healthcare, education, recreation, cultural, social service, entertainment, and retail centers (i.e., key destinations) and major events (e.g., Red Poppy Festival, Two Step Inn, etc.).

- **Strategy:** Identify existing travel behavior, transit-supportive land uses, key destinations, and major events to ensure transit options are developed to meet Georgetown’s current context and needs.
- **Strategy:** Support economic development by enhancing access to economic opportunities and connecting transit dependent populations to relevant employment centers.
- **Strategy:** Facilitate connections to CapMetro and other regional transit services, transportation modes, and infrastructure by encouraging integration through stop design and service planning.

Goal 3: Provide a safe, reliable, efficient, affordable, and accessible transportation option for residents, workers, and visitors of Georgetown.

Objective: Provide efficient and reliable service for existing and future transit options by meeting or exceeding established service standards.

- **Strategy:** Identify service standards specific to the City of Georgetown and establish targets that correlate with transit typologies and effective service delivery.
- **Strategy:** Utilize guidelines and best practices for system and service design to provide transit options tailored to the City of Georgetown.
- **Strategy:** Establish a schedule for service evaluation and follow-up actions.
- **Strategy:** Monitor customer satisfaction by tracking customer feedback.
- **Strategy:** Promote public transportation and regional transit initiatives through the City website and other City marketing resources.

Goal 4: Develop transportation options that address the near-, mid-, and long-term needs of Georgetown.

Objective: Prioritize the City’s transit needs and provide phased improvements over near-, mid- and long-term phases to create a roadmap for transit implementation and decision-making.

- **Strategy:** Develop improvements that are viable for implementation within the TDP’s three-year horizon, alongside concepts that consider Georgetown’s future conditions to help inform future planning efforts.
- **Strategy:** Develop a detailed understanding of Georgetown’s transit needs through continued community and stakeholder outreach efforts.
- **Strategy:** Identify dedicated and potential funding sources associated with transit improvement concepts.

Existing Conditions

This section provides a summary of findings from the TDP’s existing conditions analysis. This analysis created a baseline understanding of previous, existing, and ongoing efforts related to transportation policy and implementation in the City and surrounding region; locations of current and future population and employment clusters, transit-supportive land uses and developments, and other key destinations; potential transit demand; and active service supported by the City and other transit agencies in the region.

The analysis consisted of three separate efforts, including a review of relevant plans, market analysis, and operations analysis. Findings from these efforts were paired with feedback from Phase 1 public involvement efforts to generate transit recommendations.

Review of Relevant Plans

As a component of the TDP process, a review of local and regional plans was conducted to ensure alignment with previous and ongoing local and regional transit planning initiatives. **Table 4** displays the selected plans published by local and regional organizations. These organizations include the City of Georgetown, the City of Round Rock, CapMetro, CARTS, and the Capital Area Metropolitan Transportation Planning Organization (CAMPO).

Table 4: 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	CapMetro	CapMetro Project Connect	2020
	Capital Area Metropolitan Planning Organization (CAMPO)	Regional Transit Coordination Committee (RTCC) Plan	2022
	CARTS	CARTS Transit Development Plan	2023

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

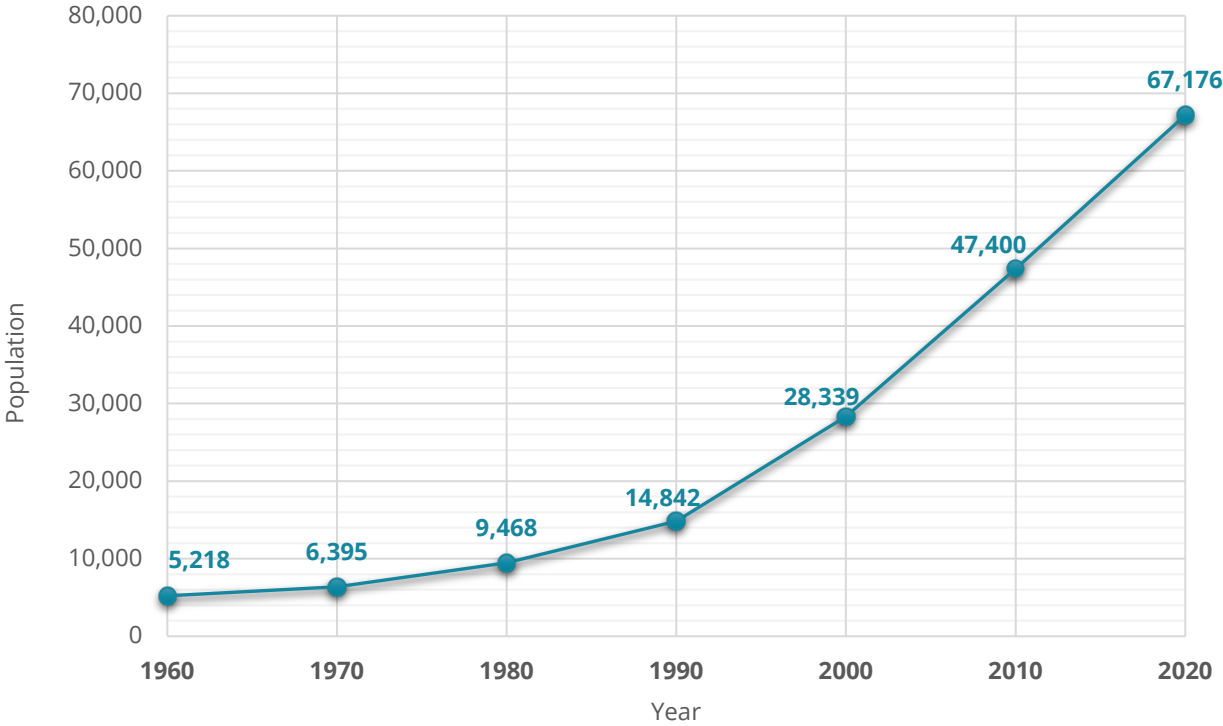
Market Analysis

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 11**). 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.

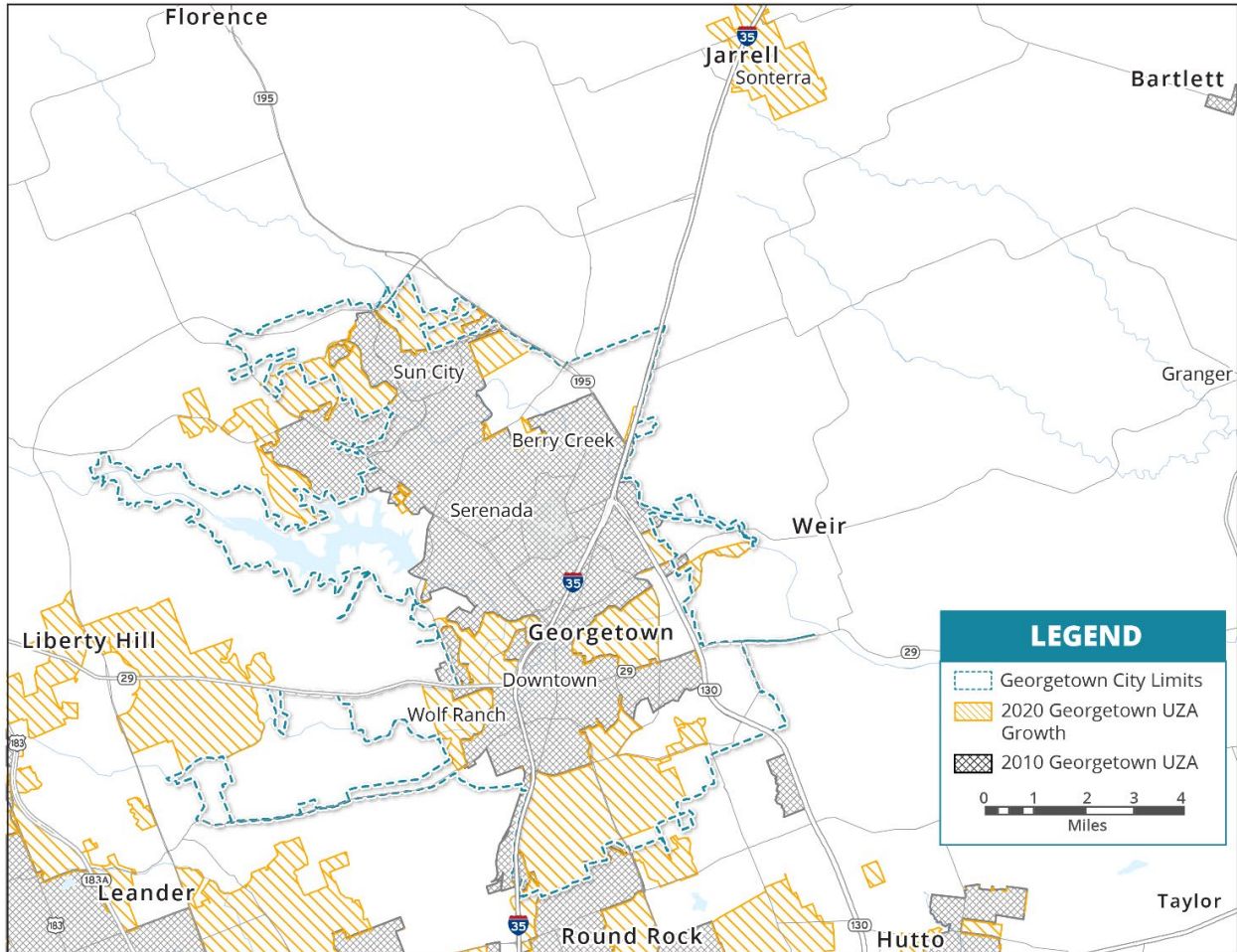
Figure 11: Georgetown Population by Decade



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 12**. 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 12: Georgetown Urban Area Change Over Time, 2010 – 2020

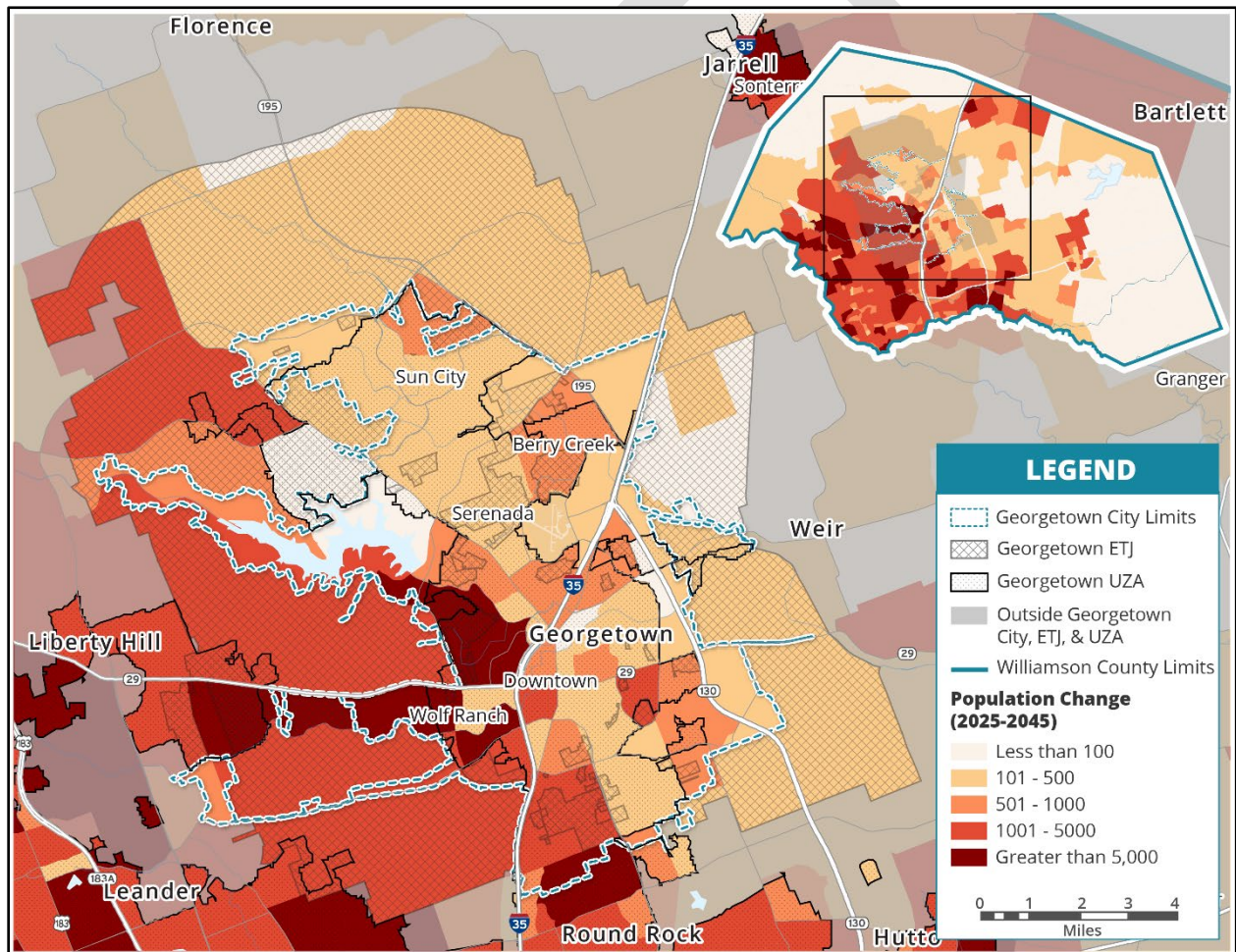


Source: U.S. Census Bureau, 2023

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 13: 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 (i.e., a 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.

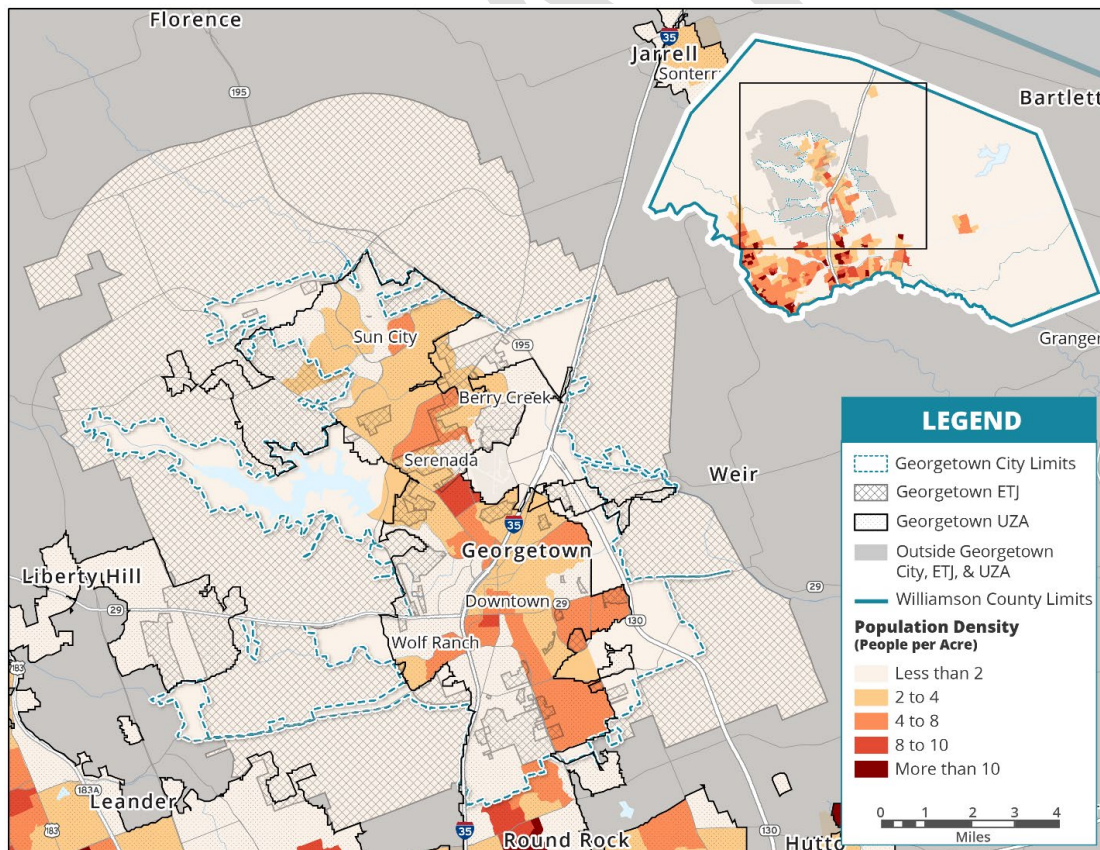
Georgetown features two areas with medium - high densities (range 8-10 per acre):

- 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 14: Population Density (Persons per Acre)



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

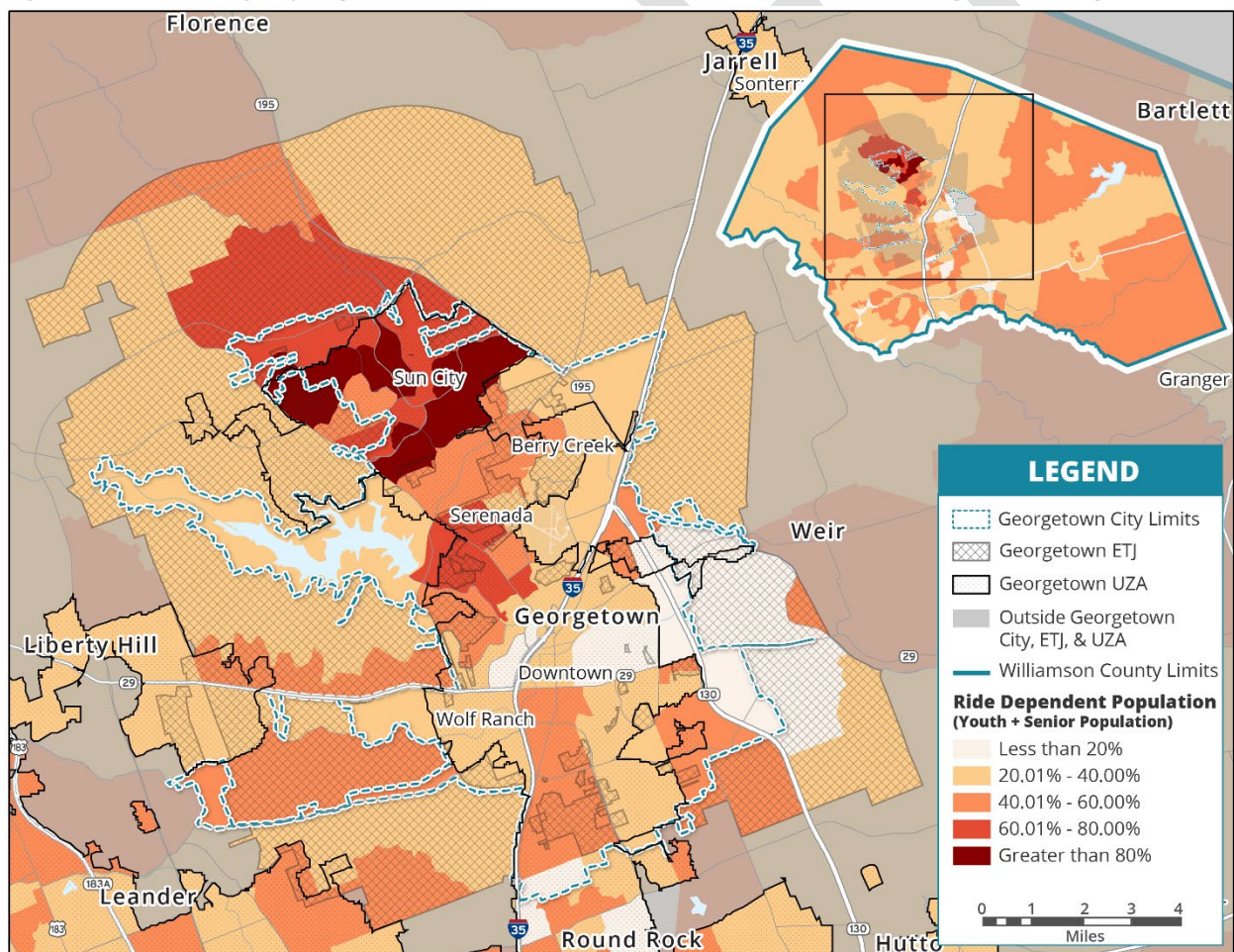
Ride Dependent Population (<18 and 65+ years of age)

A composition of senior (i.e., 65 years and older) and youth (i.e., 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 15: 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.

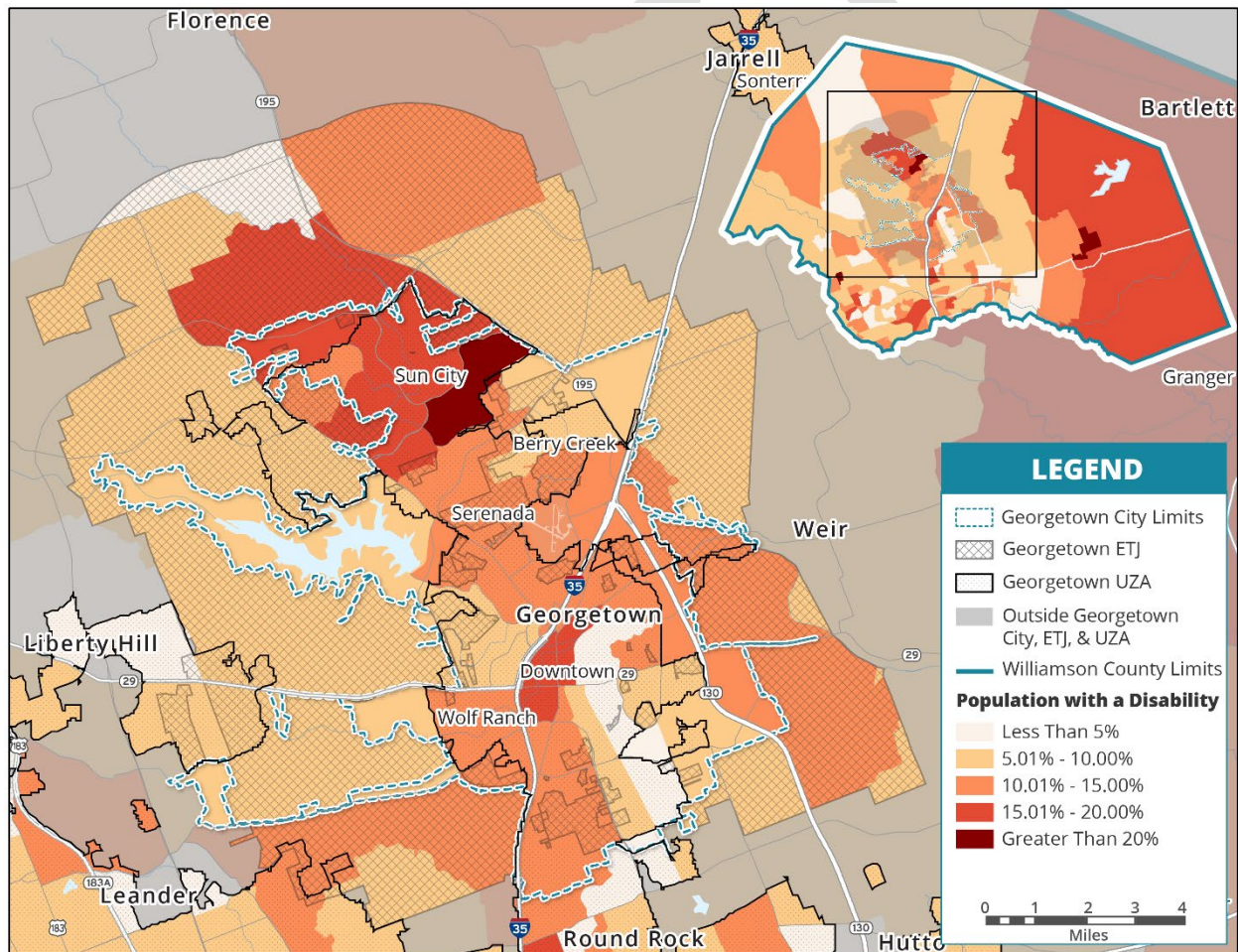
Areas with a very high percent of Persons with a Disability (greater than 20%):

- Sun City

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

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

Figure 16: Percent of Population with a Disability



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

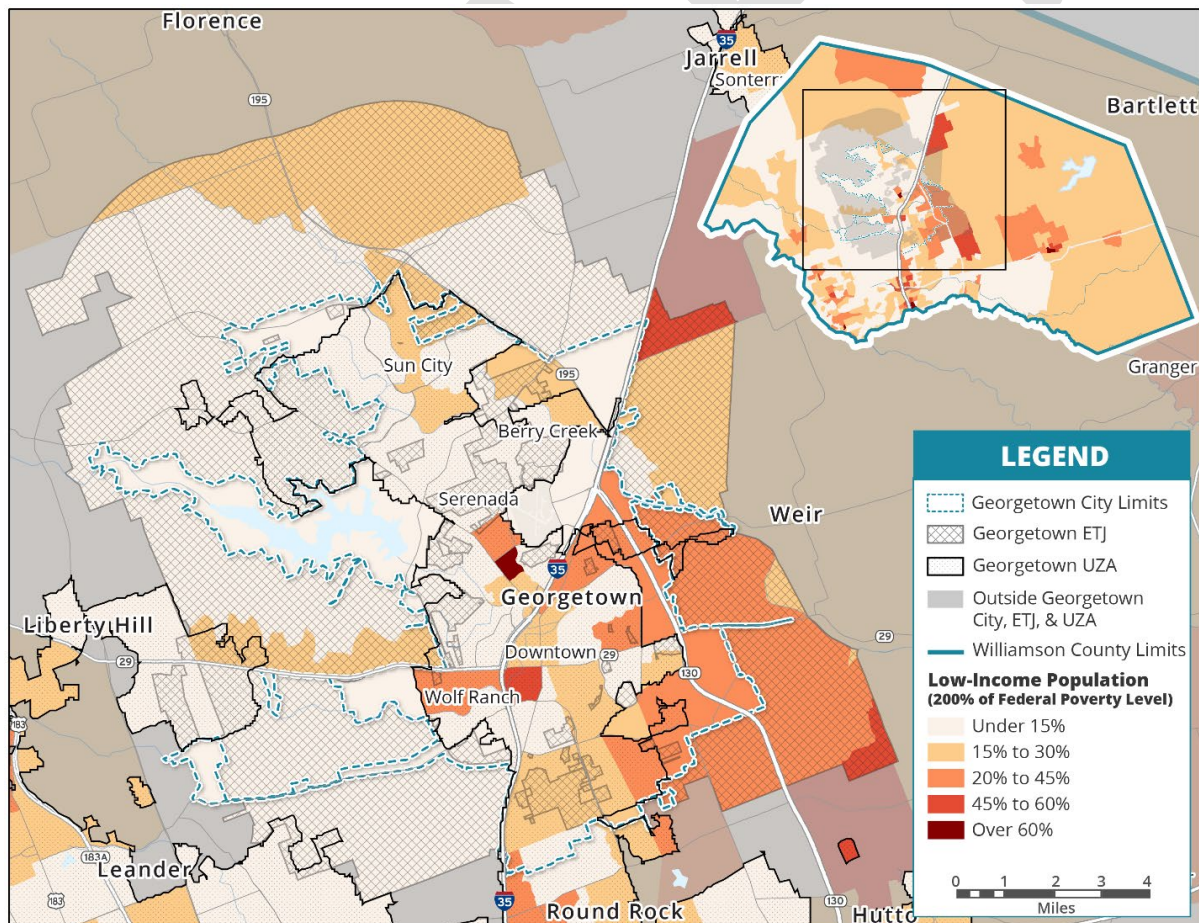
Low-Income Population Rate

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



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

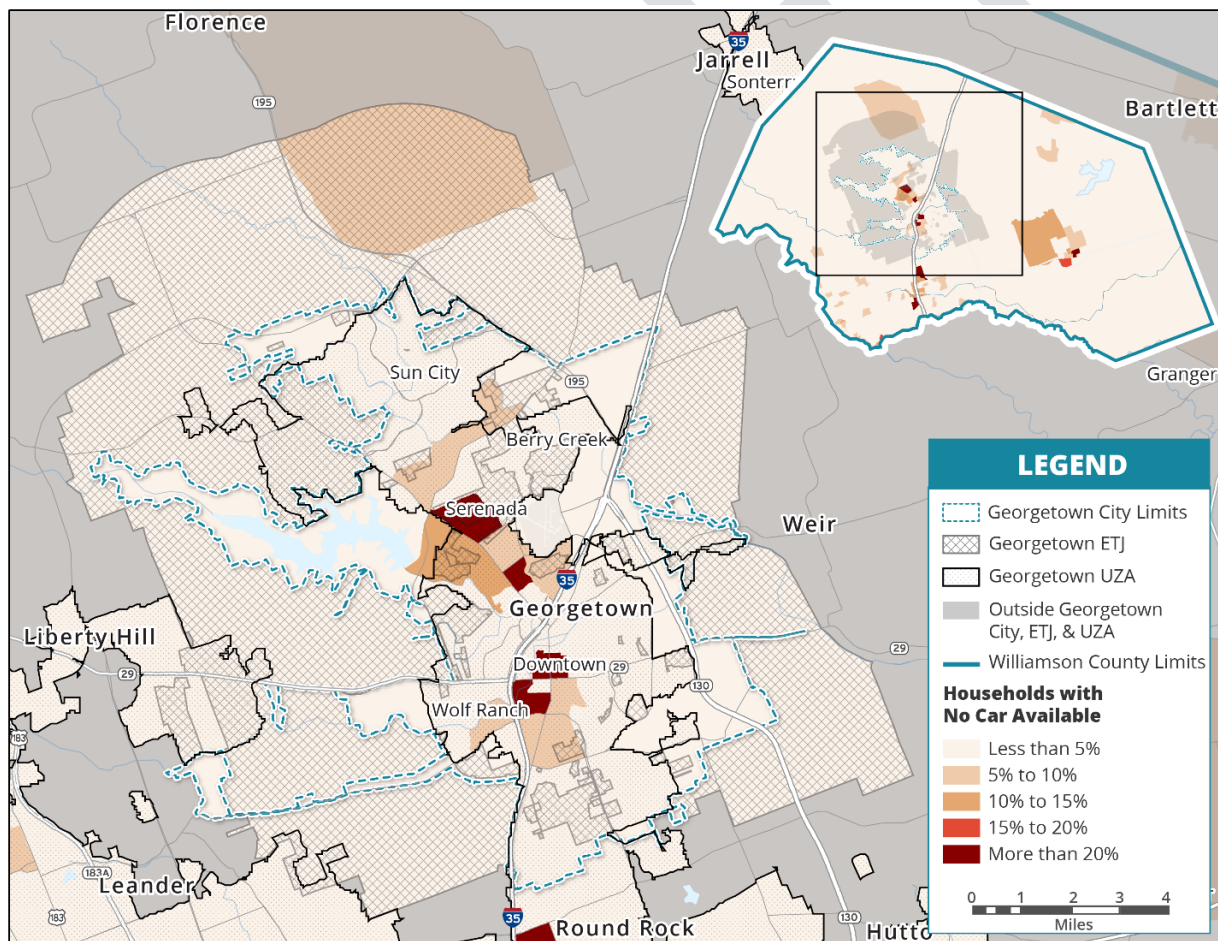
Households Without a Car

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 18: 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:

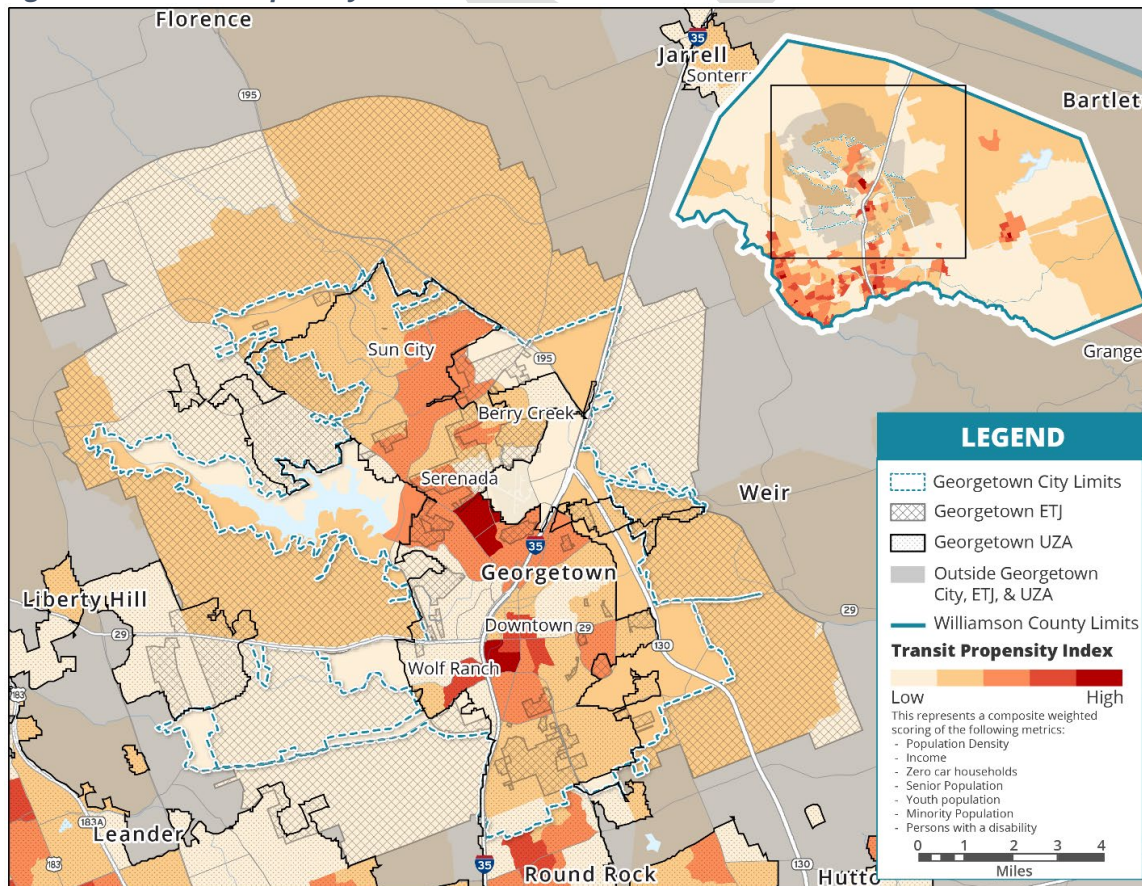
- Population Density
- Income Level
- Zero Car Households
- Senior Population
- Youth Population
- Population of Persons with a Disability
- Minority Population

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 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 19: Transit Propensity Index

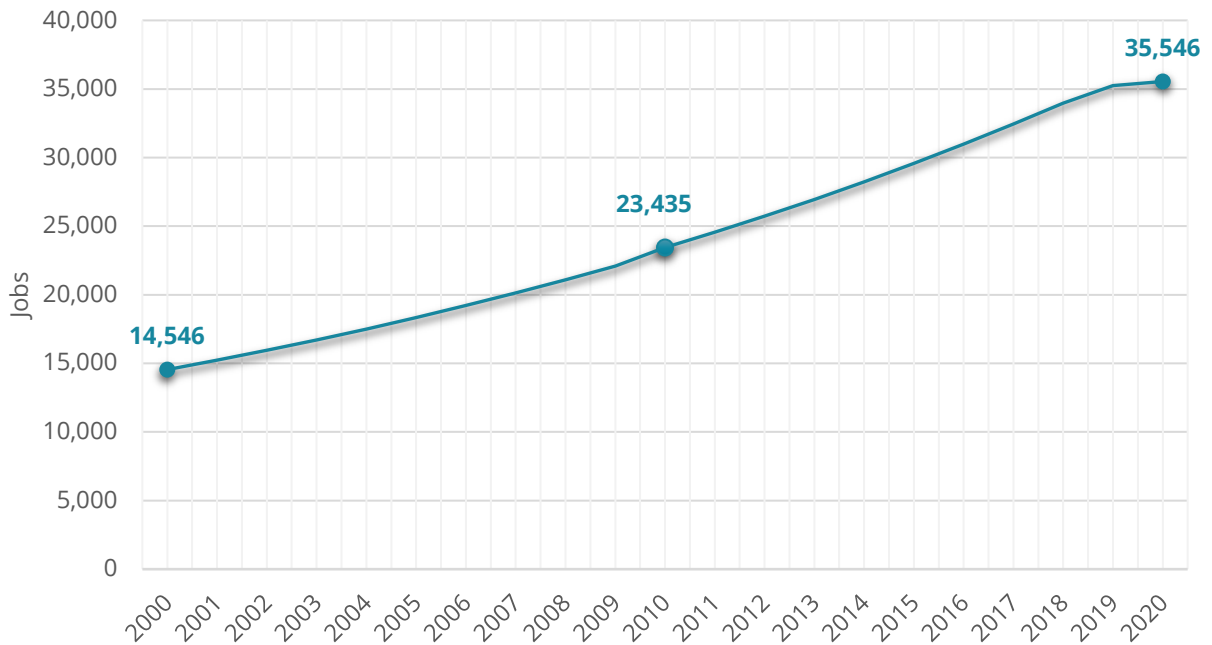


Source: US Census Bureau 2021 5-Year American Community Survey

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 20: Employment Growth, 2000 - 2020



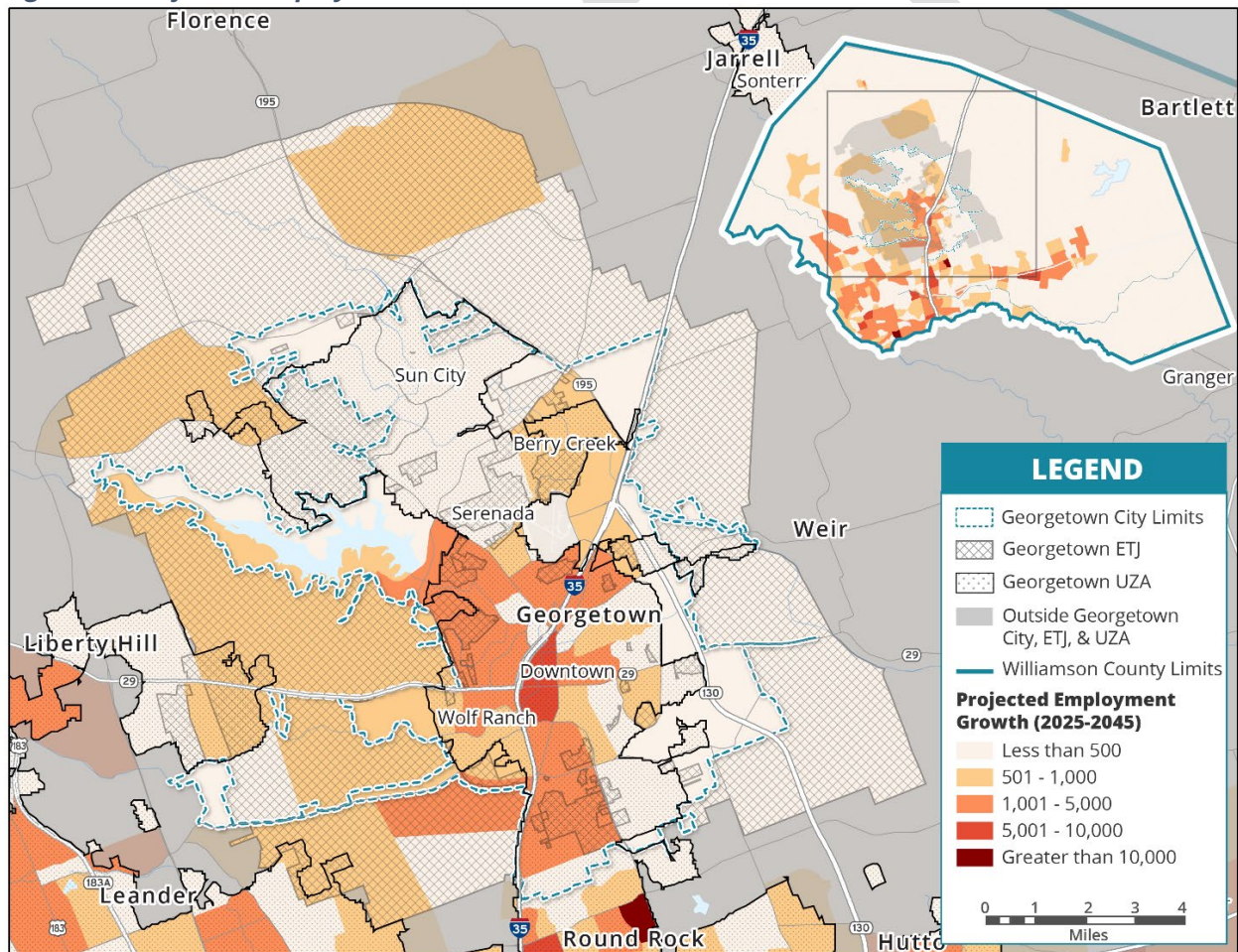
Source: U.S. Census Bureau, 2023

Anticipated growth patterns

According to CAMPO RTP demographic projections, 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 (see review of **Georgetown 2030 Plan in Appendix B**). 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 21: Projected Employment Growth, 2025 - 2045

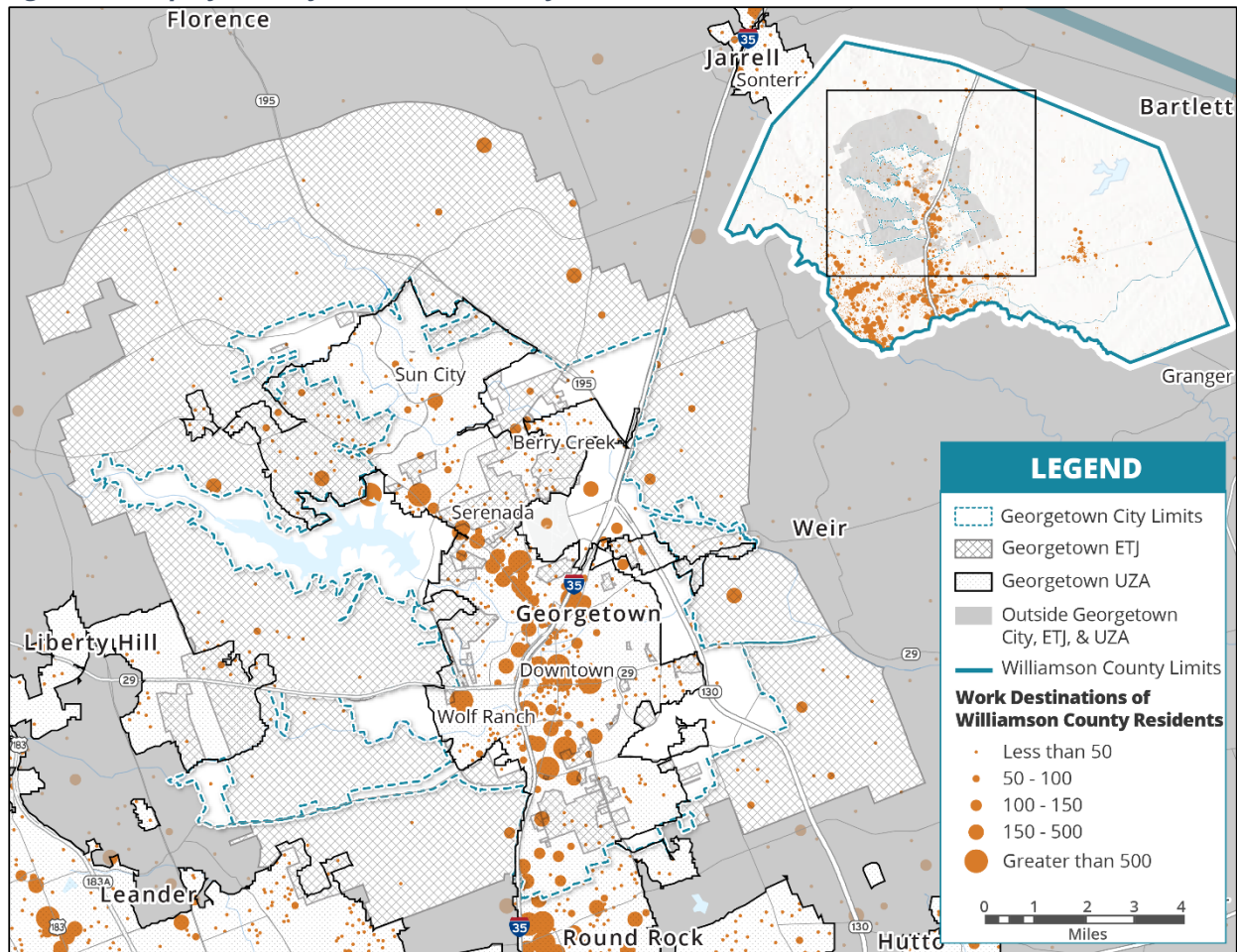


Source: CAMPO 2045 RTP Demographic projections

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 22: Employment of Williamson County Residents



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

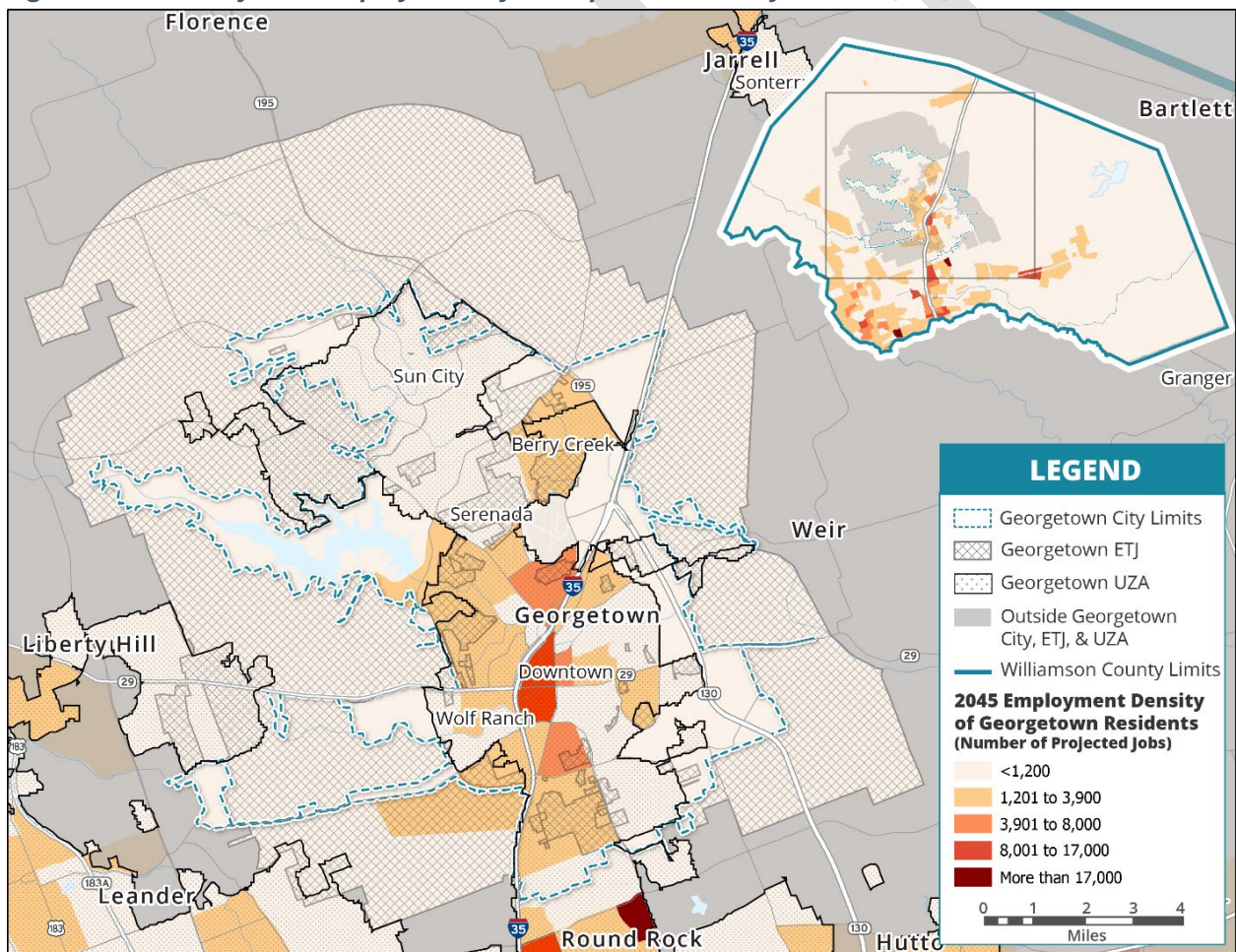
Future Employment

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 23: 2045 Projected Employment by Transportation Analysis Zone (TAZ)

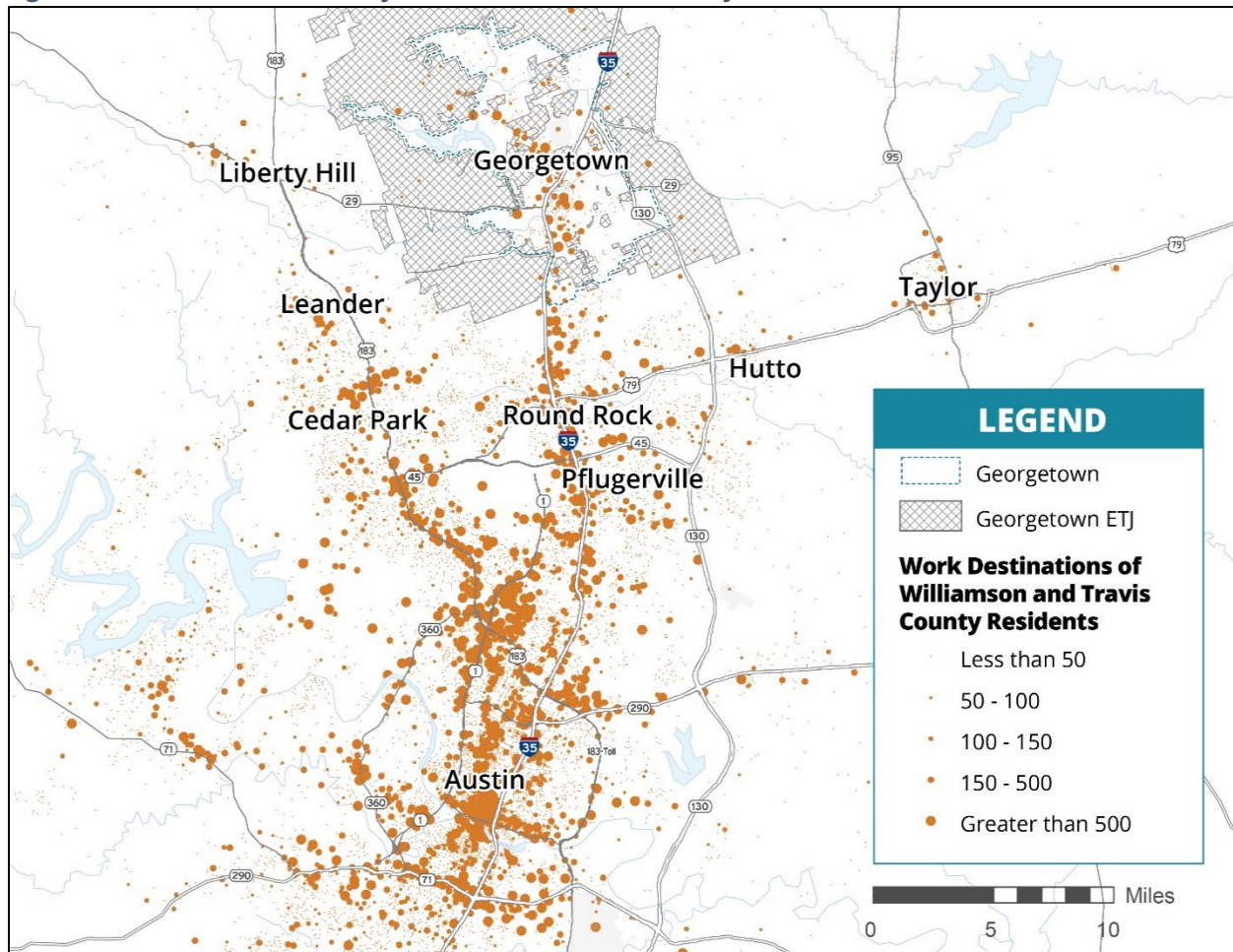


Source: City of Georgetown, 2023

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 24: Work Destinations of Williamson & Travis County Residents

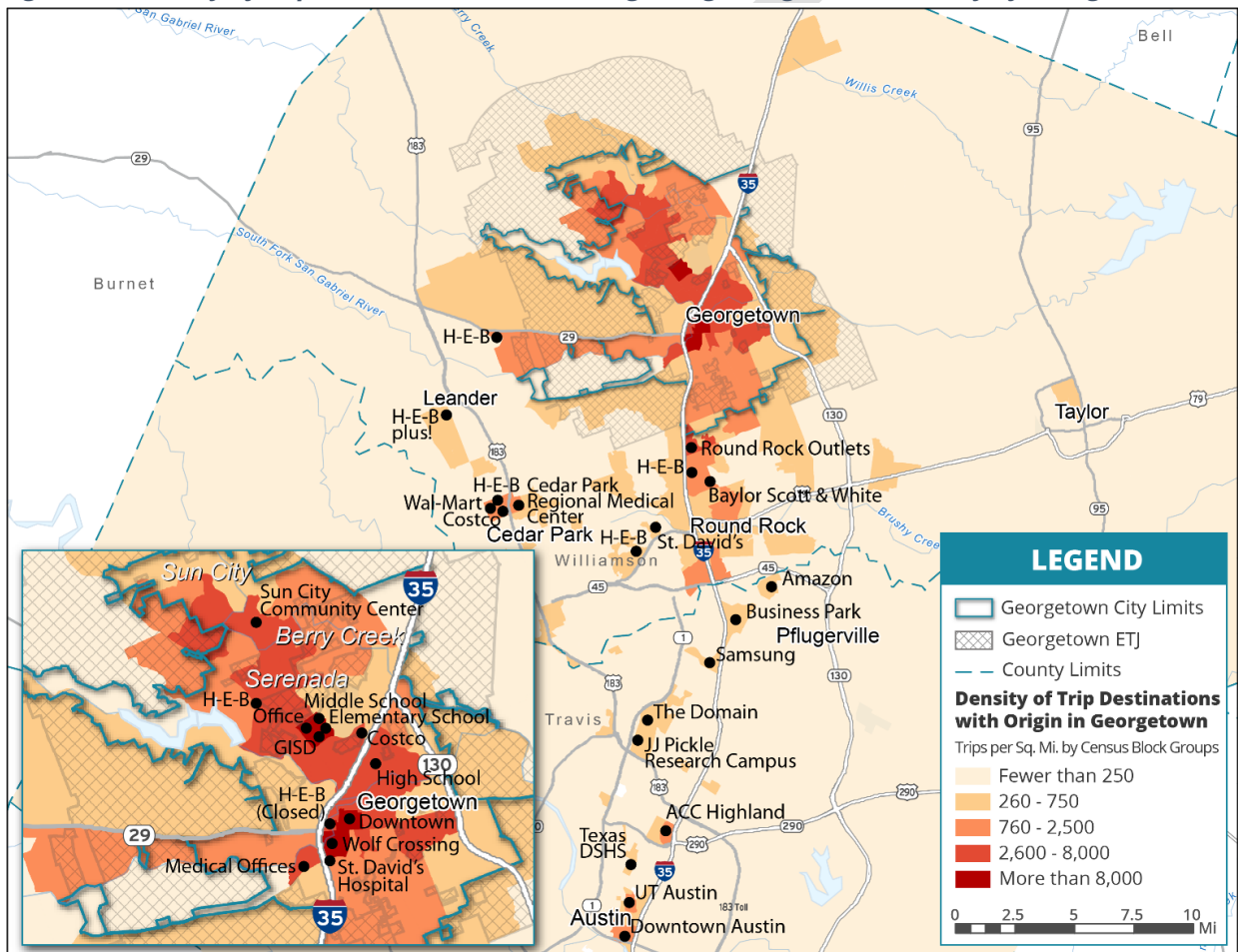


Source: 2020 Longitudinal Employer-Household Dynamics (LEHD) projected Origin-Destination Employment Statistics (LODES)

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 Georgetown Independent School District 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 25: Density of Trip Destinations with an Origin Beginning within the City of Georgetown



Source: Replica Spring 2023 Weekday Origin and Destination Data

Operations Analysis

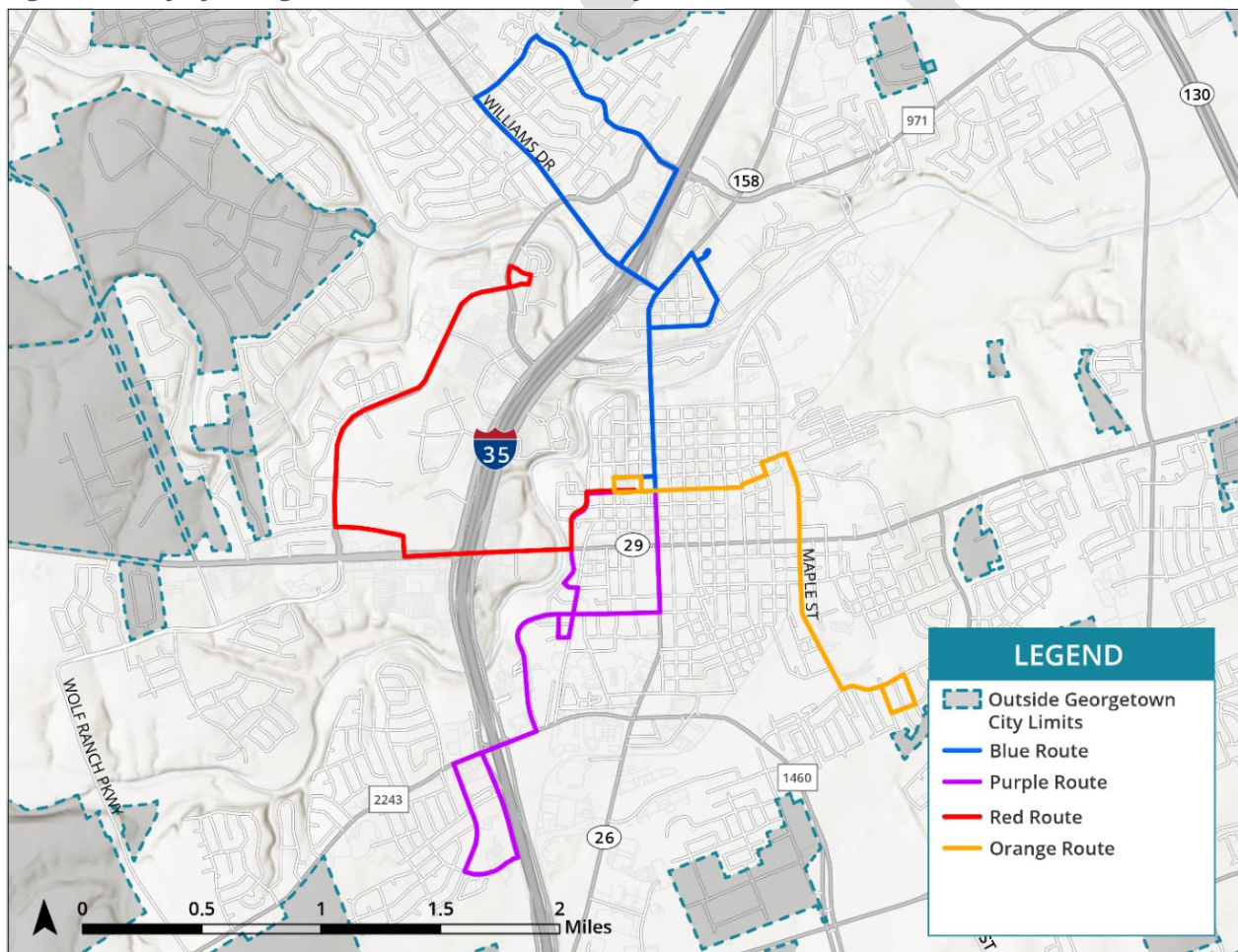
This section summarizes findings from analyses focused on previous and existing services both within and outside the City of Georgetown. The project team reviewed service level and ridership data (where available) to understand historic and current transit supply.

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 26** displays the previous GoGeo fixed-route system. Four fixed-route services were implemented alongside the required Americans with Disabilities Act (ADA) paratransit service for residents with disabilities located within a ¾ mile buffer around the fixed-route service.

Figure 26: City of Georgetown GoGeo Fixed-Route System, 2017 – 2021

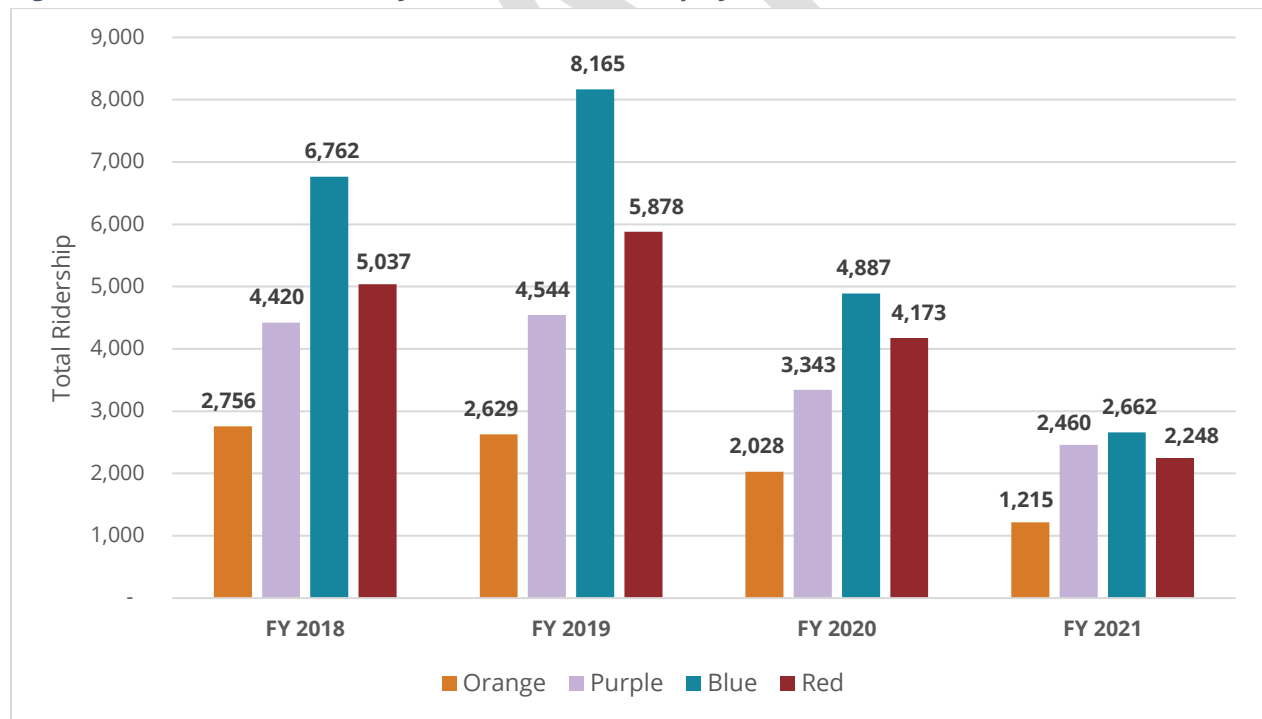


Source: City of Georgetown, 2023

Figure 27 displays GoGeo fixed-route annual ridership by fiscal year (FY) from October 2017 to September 2021. **Figure 28** (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.

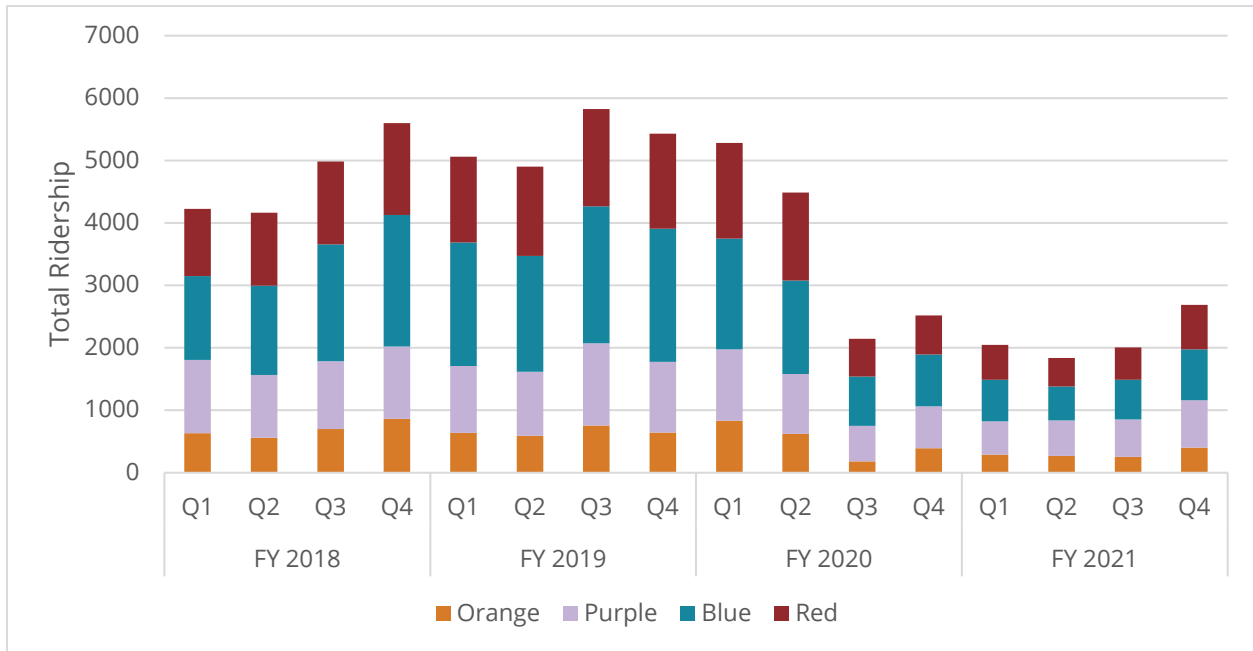
Across the four services, the Blue Route experienced the highest annual ridership, followed by the Red Route, with both serving areas northwest of downtown Georgetown. The Purple Route, serving southwest Georgetown, experienced moderate ridership compared to the Blue and Red Routes. The Orange Route,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

Figure 27: GoGeo Fixed-Route System Annual Ridership by Route, FY2018 – FY2021



Source: CapMetro, 2023

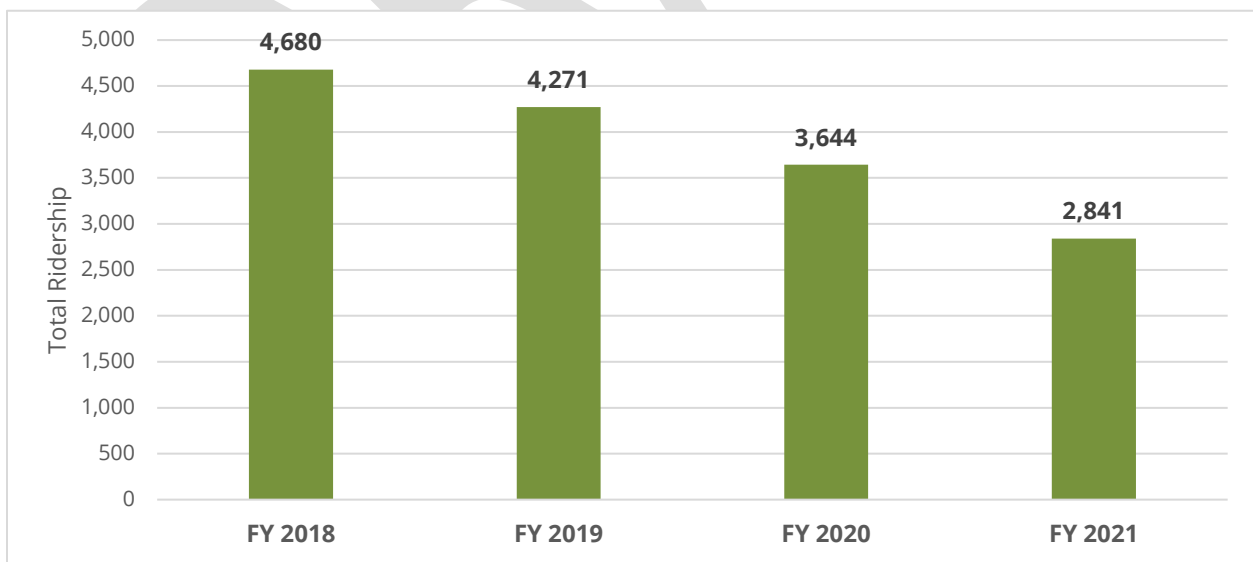
Figure 28: GoGeo Ridership Annual Ridership by Route by Quarter, FY2018 – FY2021



Source: CapMetro, 2023

Figure 29 displays GoGeo paratransit annual ridership by FY from October 2017 to September 2021. GoGeo’s complimentary ADA 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.

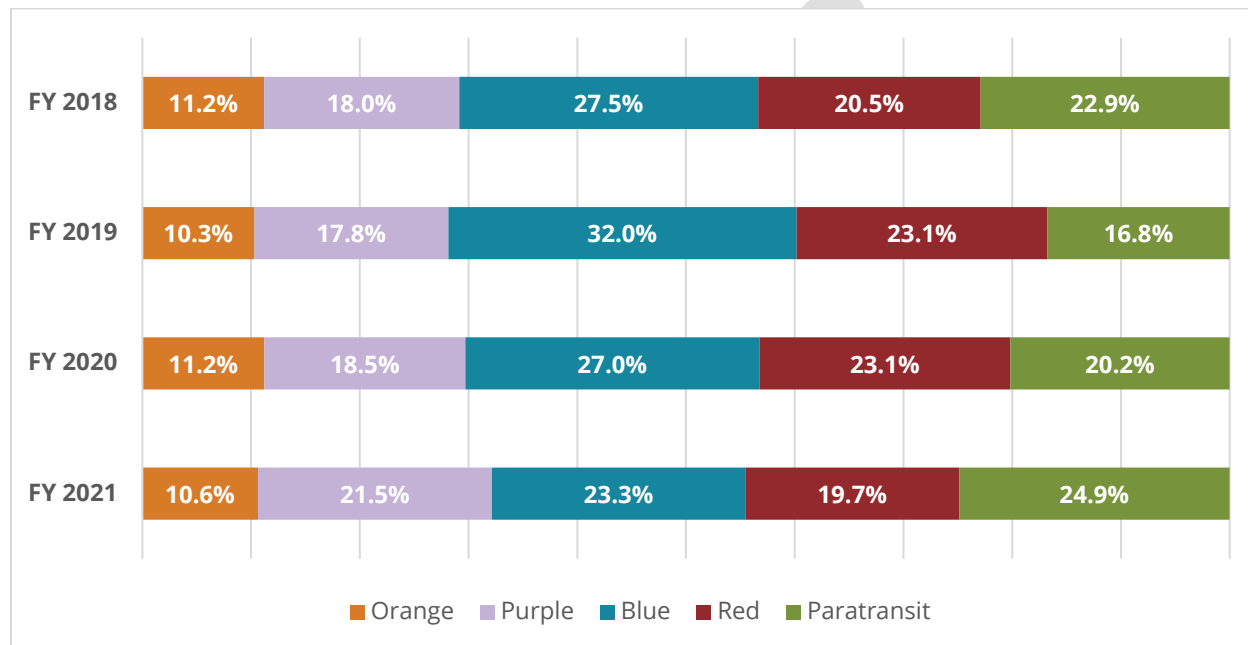
Figure 29: GoGeo Paratransit Annual Ridership, FY2018 – FY2021



Source: CapMetro, 2023

Figure 30 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 30: GoGeo Ridership Share by Service, FY2018 – FY2021



Source: CapMetro, 2023

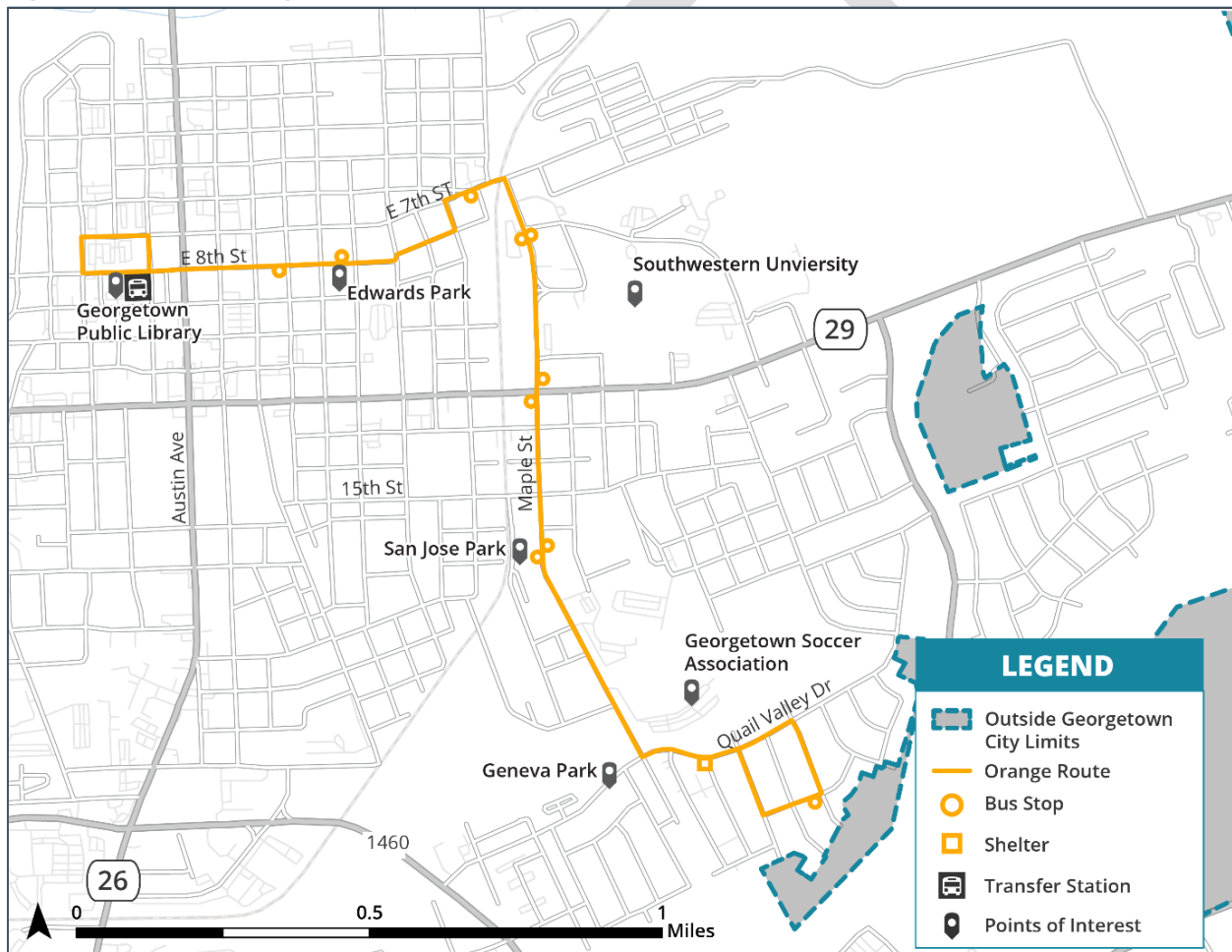
GoGeo fixed-route service ended operations in September 2021; however, the City of Georgetown opted to continue its provision of paratransit services, with slight adjustments made to rider eligibility criteria and service area. Individual GoGeo fixed routes are detailed in the following sections. GoGeo’s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

GoGeo Orange Route

The Orange Route (**Figure 31**) 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 31: GoGeo Orange Route, 2017 - 2021



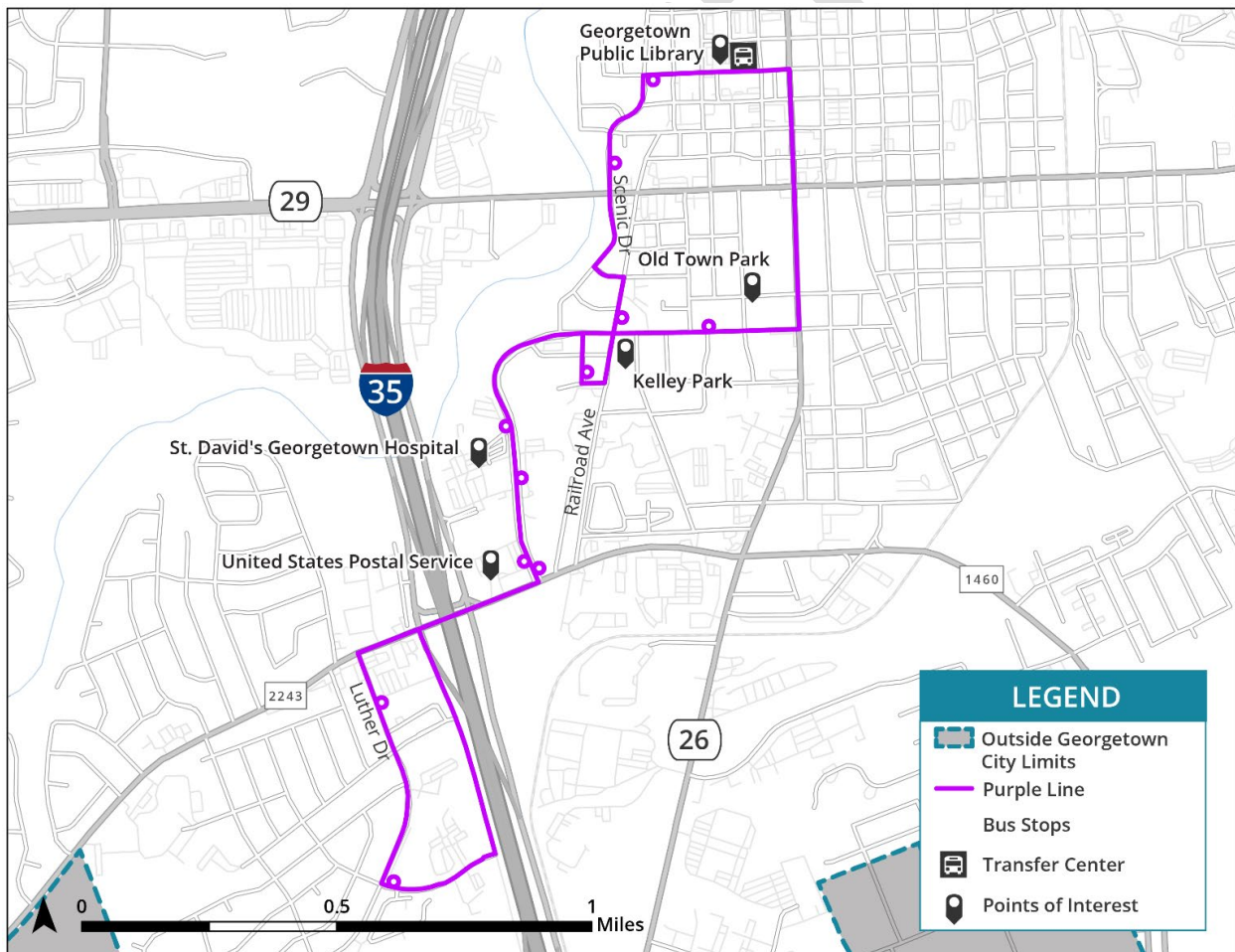
Source: City of Georgetown, 2023

GoGeo Purple Route

The Purple Route (**Figure 32**) 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 32: GoGeo Purple Route, 2017 – 2021



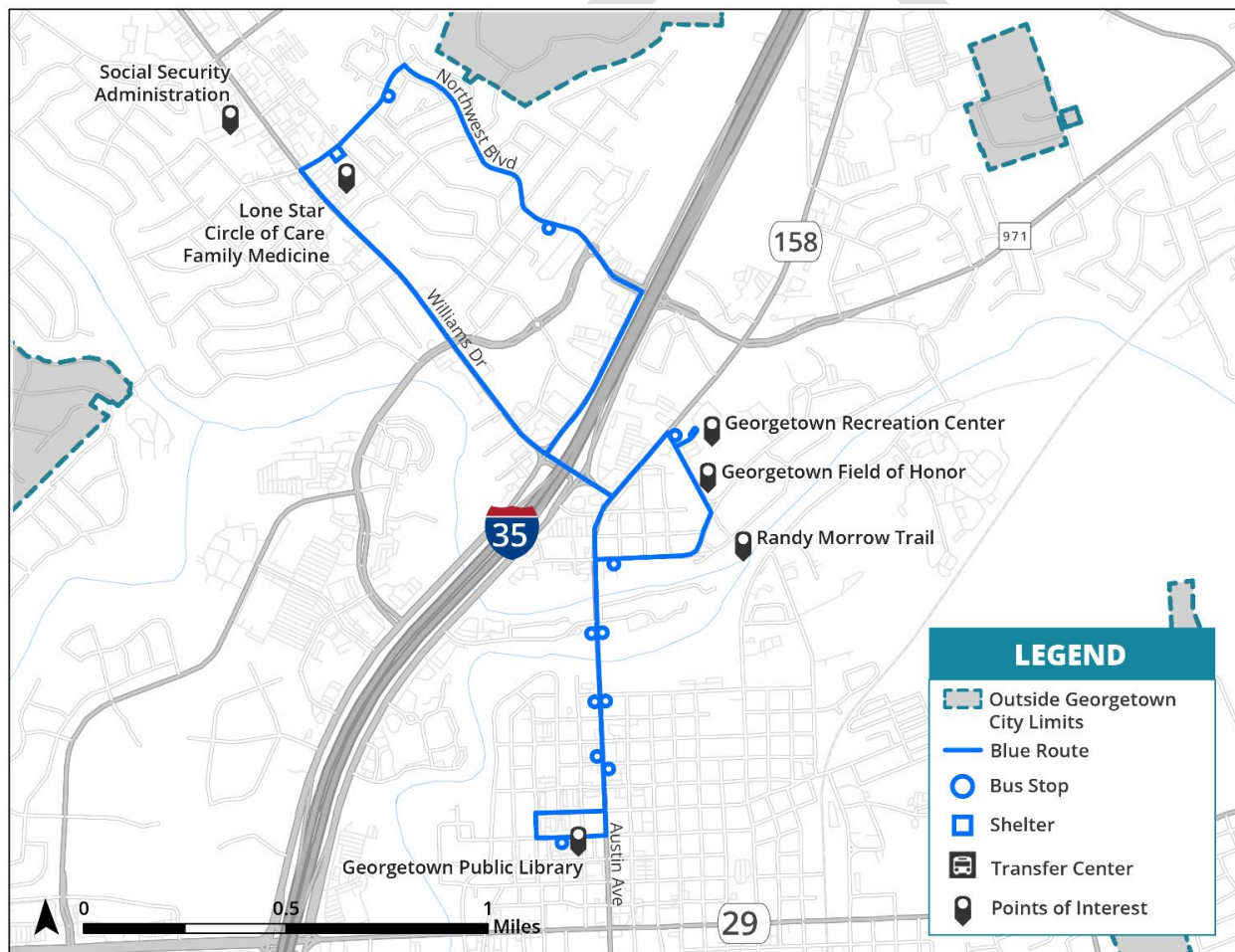
Source: City of Georgetown 2023

GoGeo Blue Route

The Blue Route (**Figure 33**) 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 33: GoGeo Blue Route, 2017 – 2021



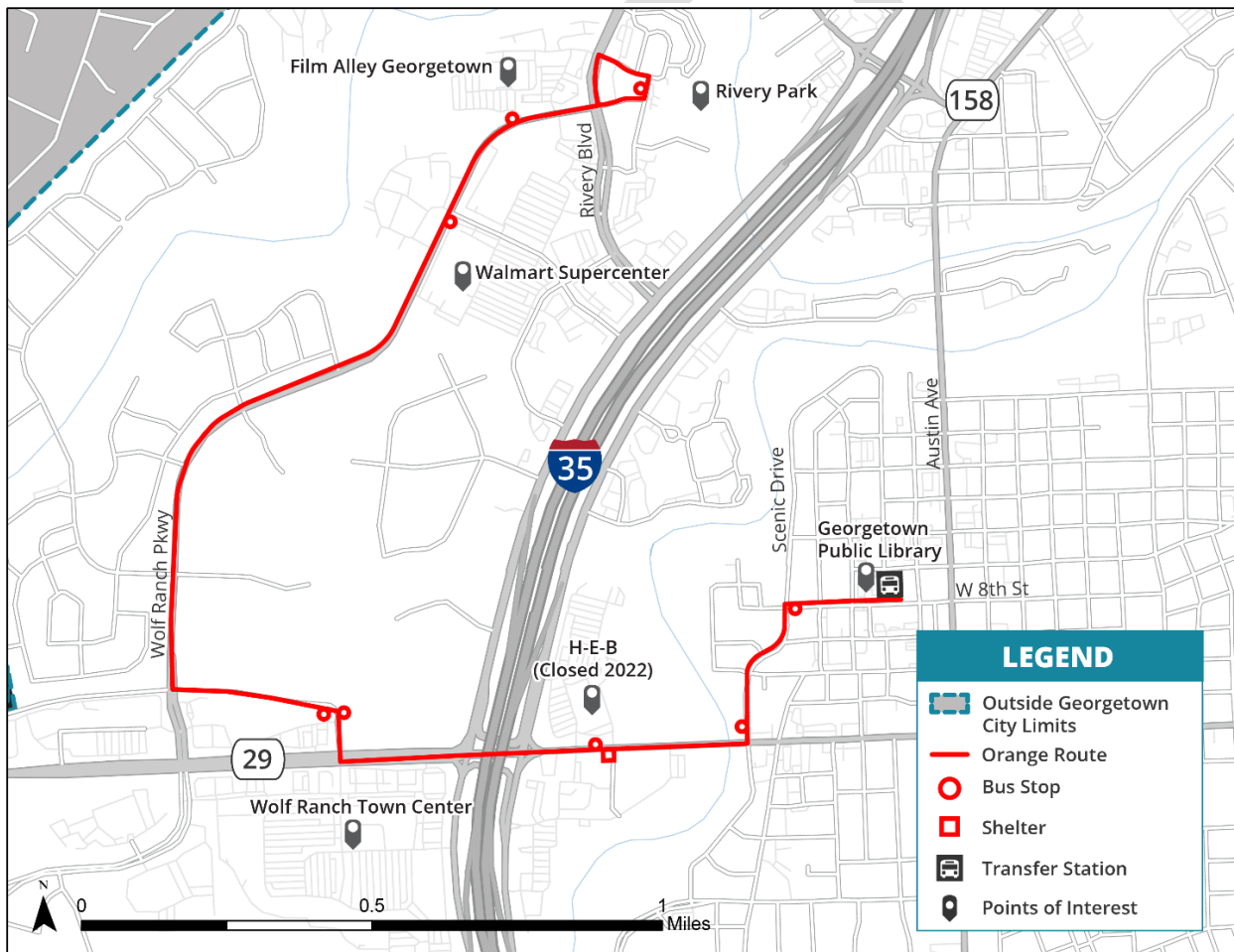
Source: City of Georgetown, 2023

GoGeo Red Route

The Red Route (**Figure 34**) served neighborhoods in west and northwest Georgetown along Wolf Ranch and Rivery Park and provided connectivity to downtown Georgetown and the GoGeo Transfer Station. 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 34: GoGeo Red Route, 2017 – 2021



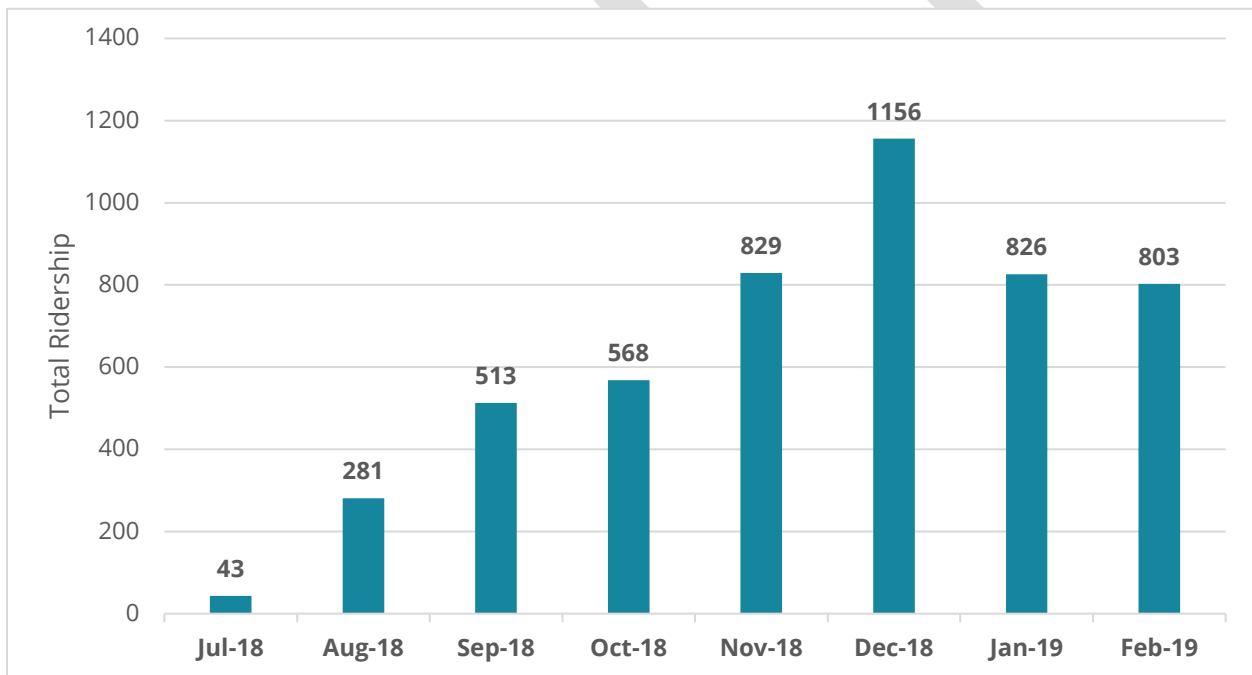
Source: City of Georgetown, 2023

Ridehailing Pilot Program

The City of Georgetown launched a ridehailing 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 35** 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.

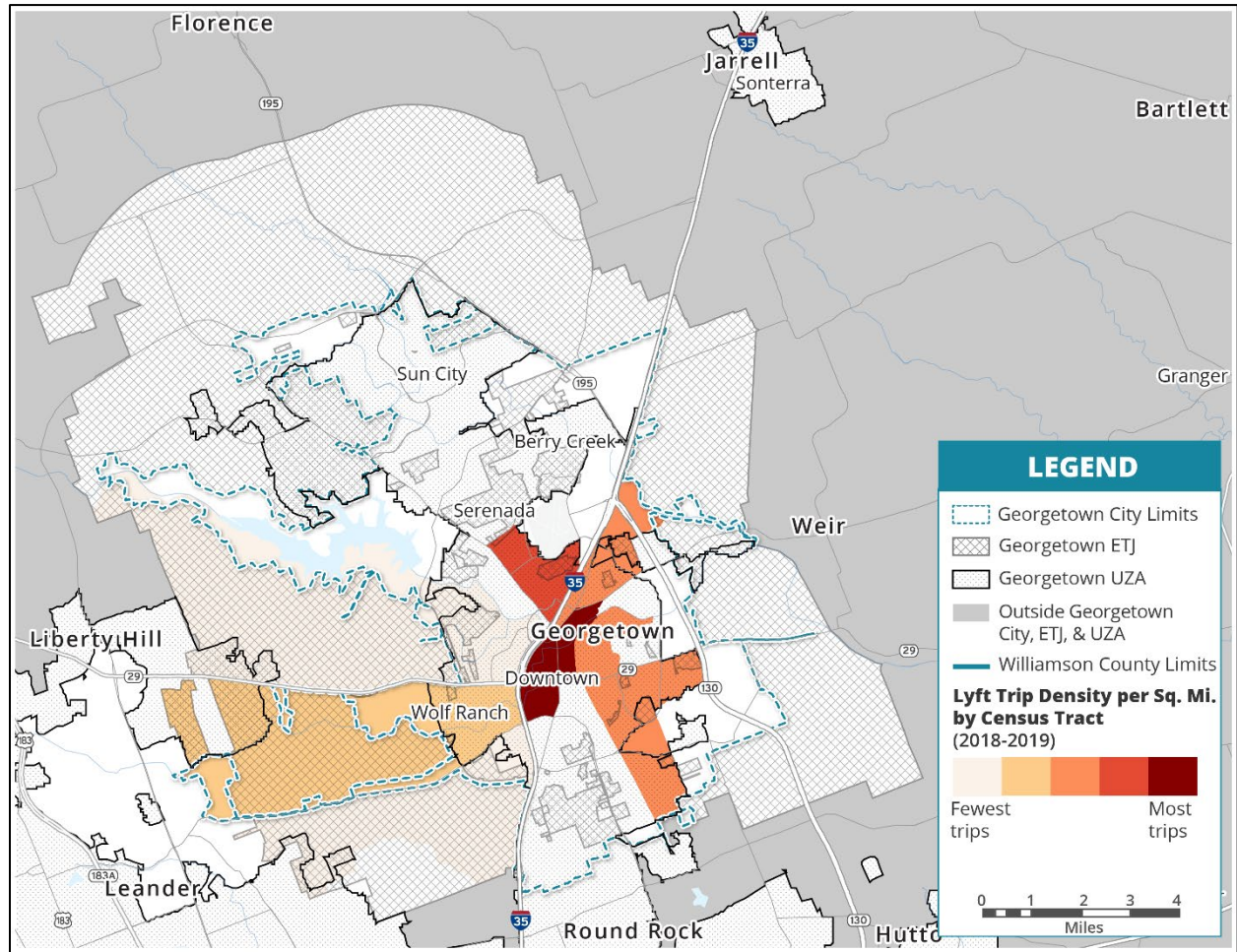
Figure 35: City of Georgetown Ridehailing Pilot Program Total Monthly Ridership, 2018 – 2019



Source: City of Georgetown, 2023

Figure 36 details the most popular origins and destinations of the ridehailing pilot program from 2018 to 2019. Overall, trips were more highly concentrated in downtown Georgetown between S Austin Ave, the north side of the San Gabriel River, Wolf Ranch, and east Georgetown including Southwestern University and development between SH 29 and Westinghouse Rd.

Figure 36: Lyft Trip Origin & Destination Concentration, 2018 – 2019



Source: City of Georgetown, 2023

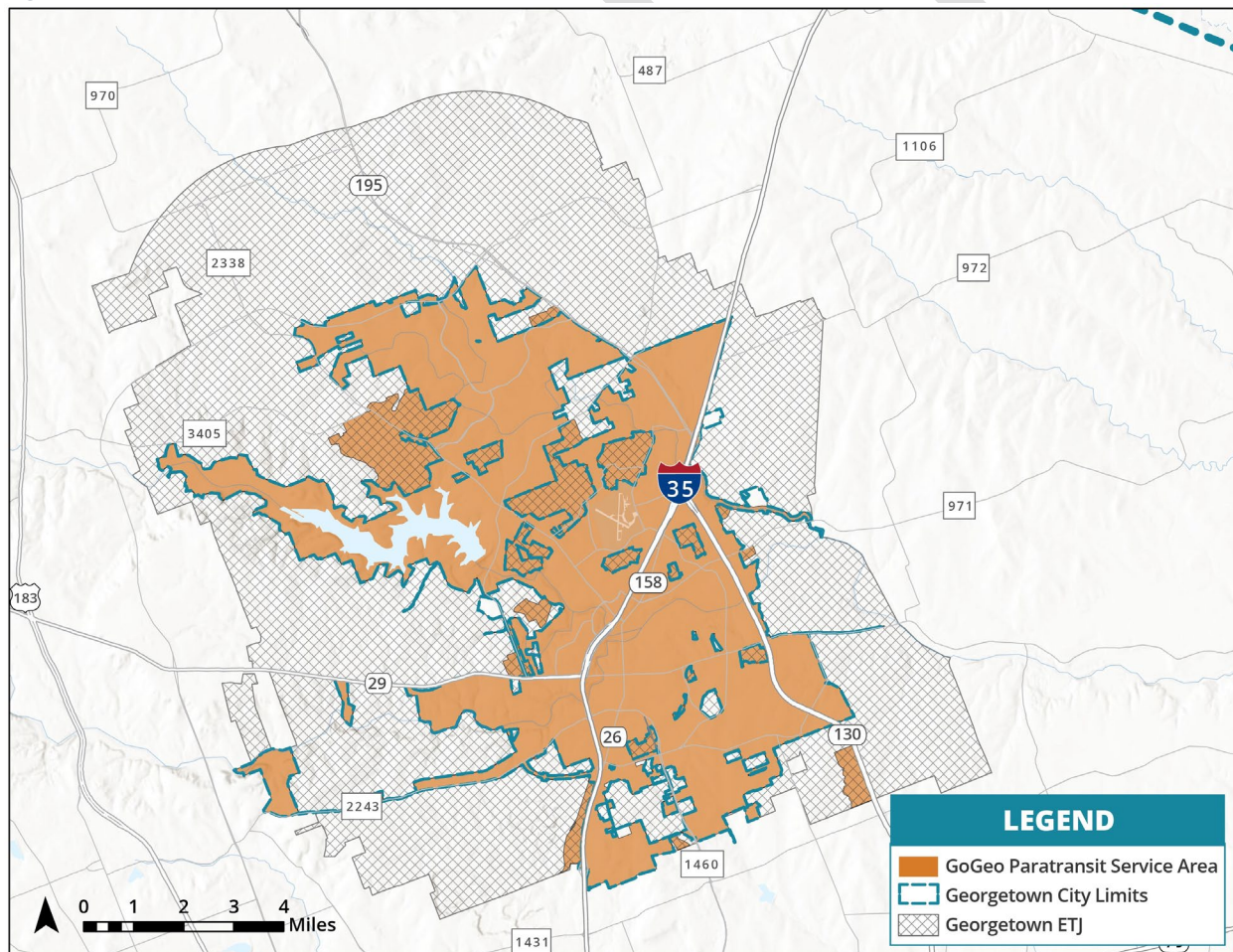
Existing Services in Georgetown

GoGeo Limited Paratransit & Senior Service (LPSS)

GoGeo currently provides the LPSS 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 LPSS is available to qualified people with disabilities and seniors aged 65 and older living within the Georgetown service area (**Figure 37**). 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 37: GoGeo Paratransit Service Area

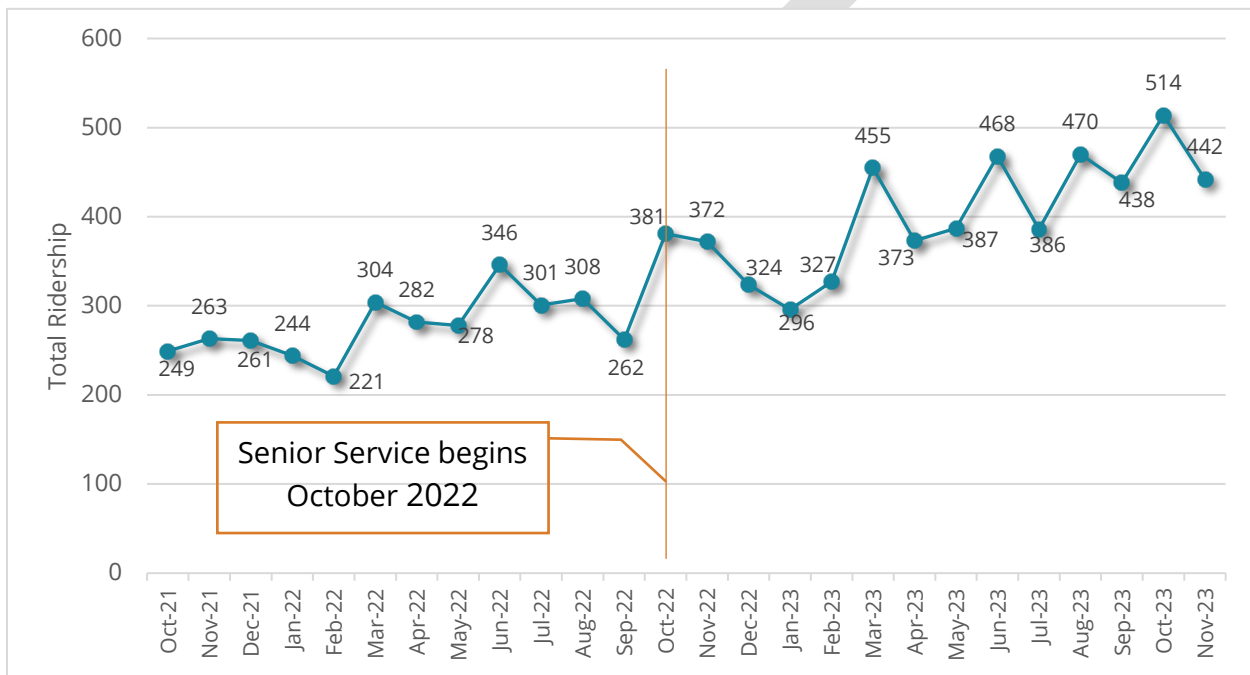


Source: City of Georgetown, 2023

Figure 35 displays GoGeo LPSS monthly ridership from October 2021 to September 2023. Limited paratransit service replaced 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.

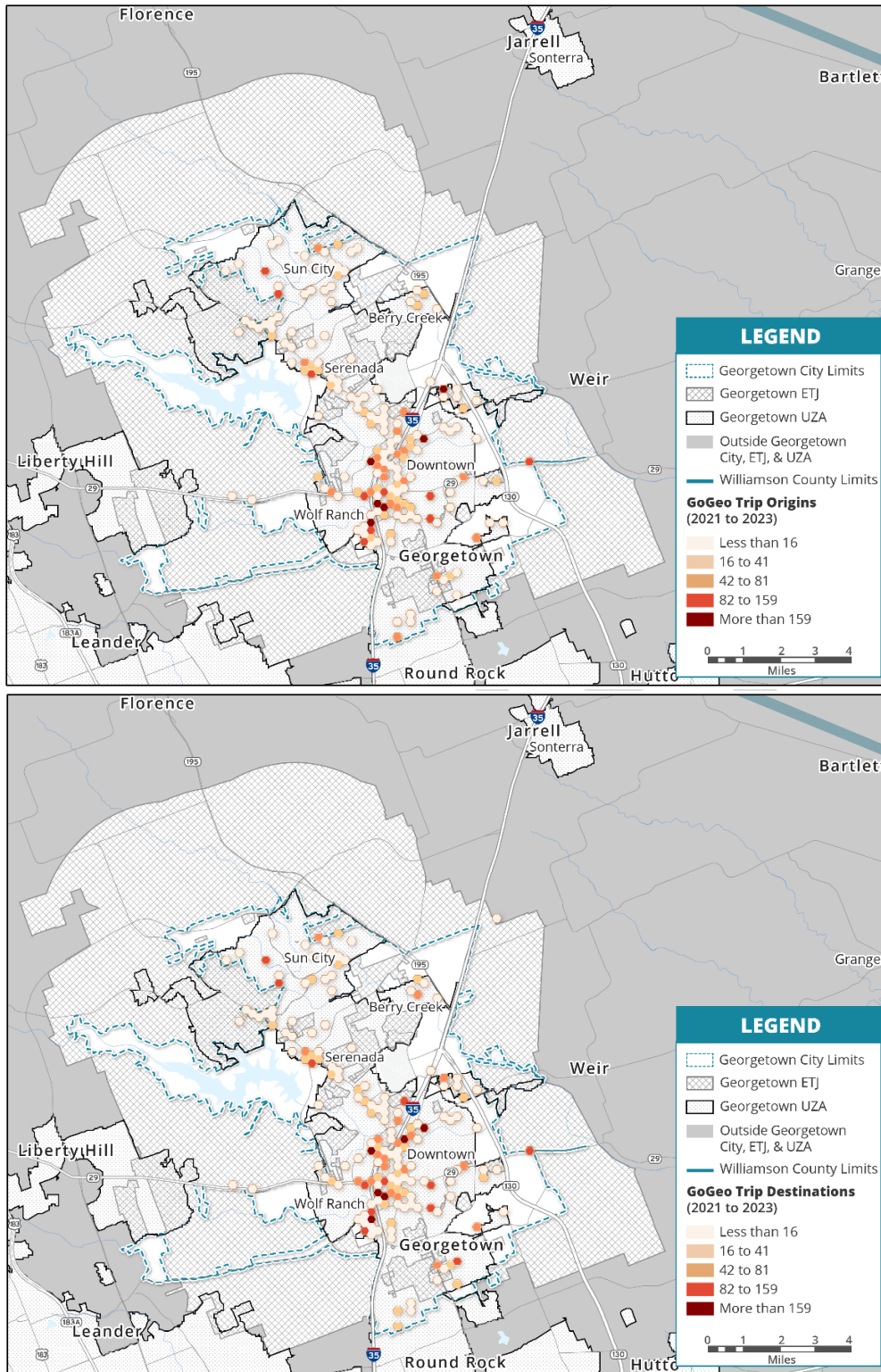
Figure 38: GoGeo Limited Paratransit & Senior Service Monthly Ridership, Oct. 2021 – Nov. 2023



Source: City of Georgetown, 2023

Figure 39 details origins and destinations for the GoGeo system between 2021 and 2023. Rather than using standard Census Block Groups or TAZs 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.

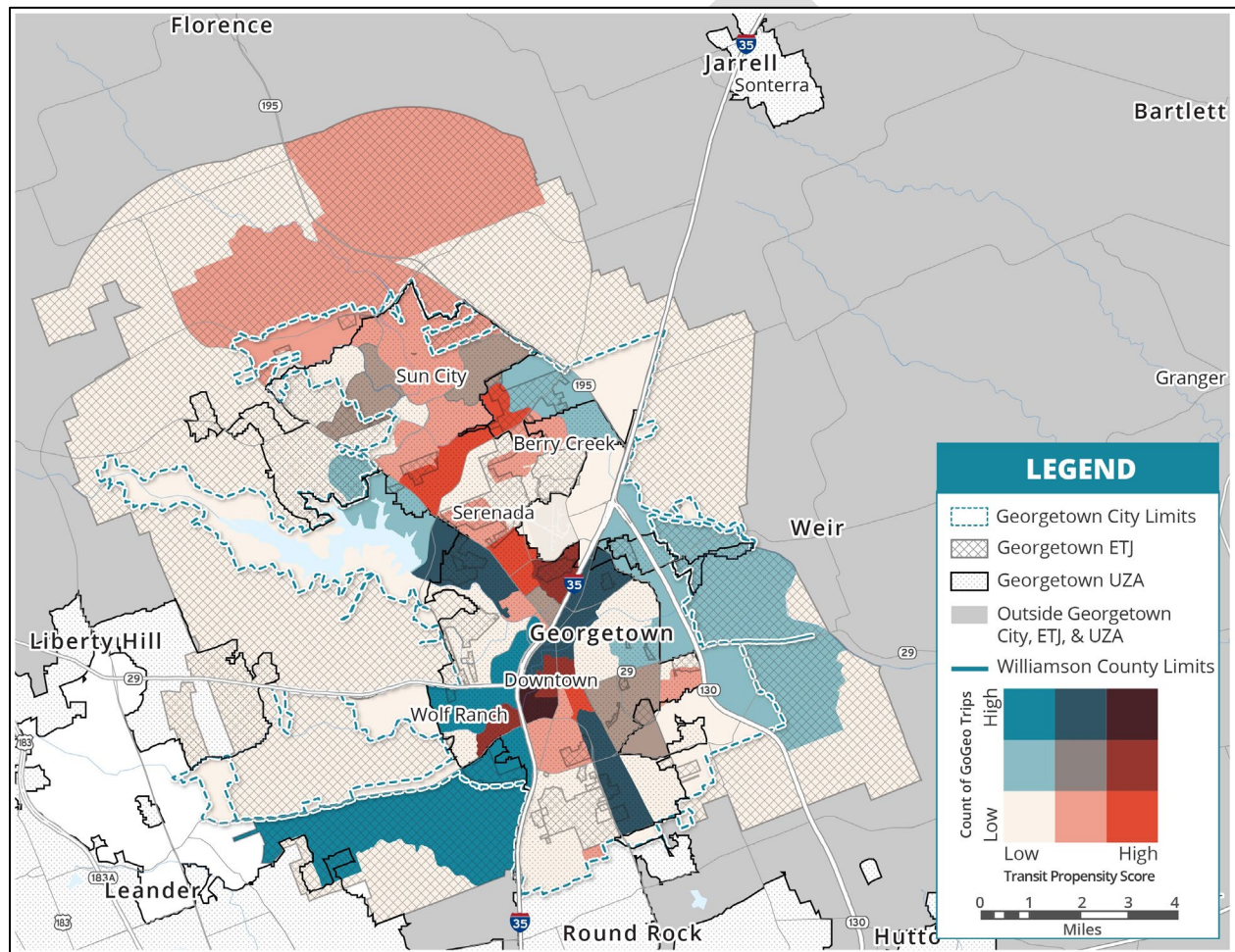
Figure 39: GoGeo System Origins & Destinations, 2021 - 2023



Source: CapMetro, 2023

Figure 40 displays an overlay of GoGeo LPSS 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 40: 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.

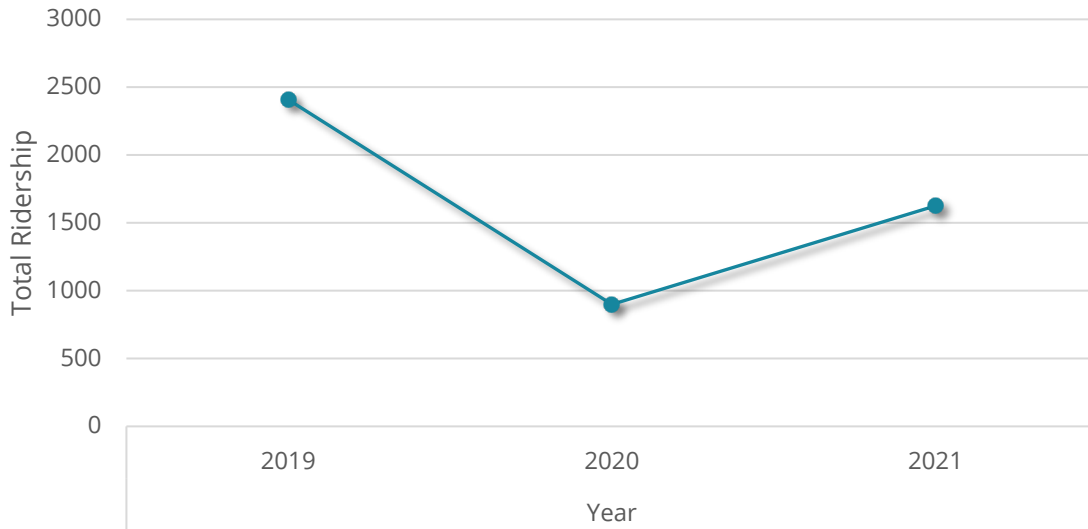
Figure 41: CARTS 1511 Red Route



Source: City of Georgetown, 2023

Figure 42 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 42: CARTS 1511 Red Route Annual Ridership, 2019 – 2022



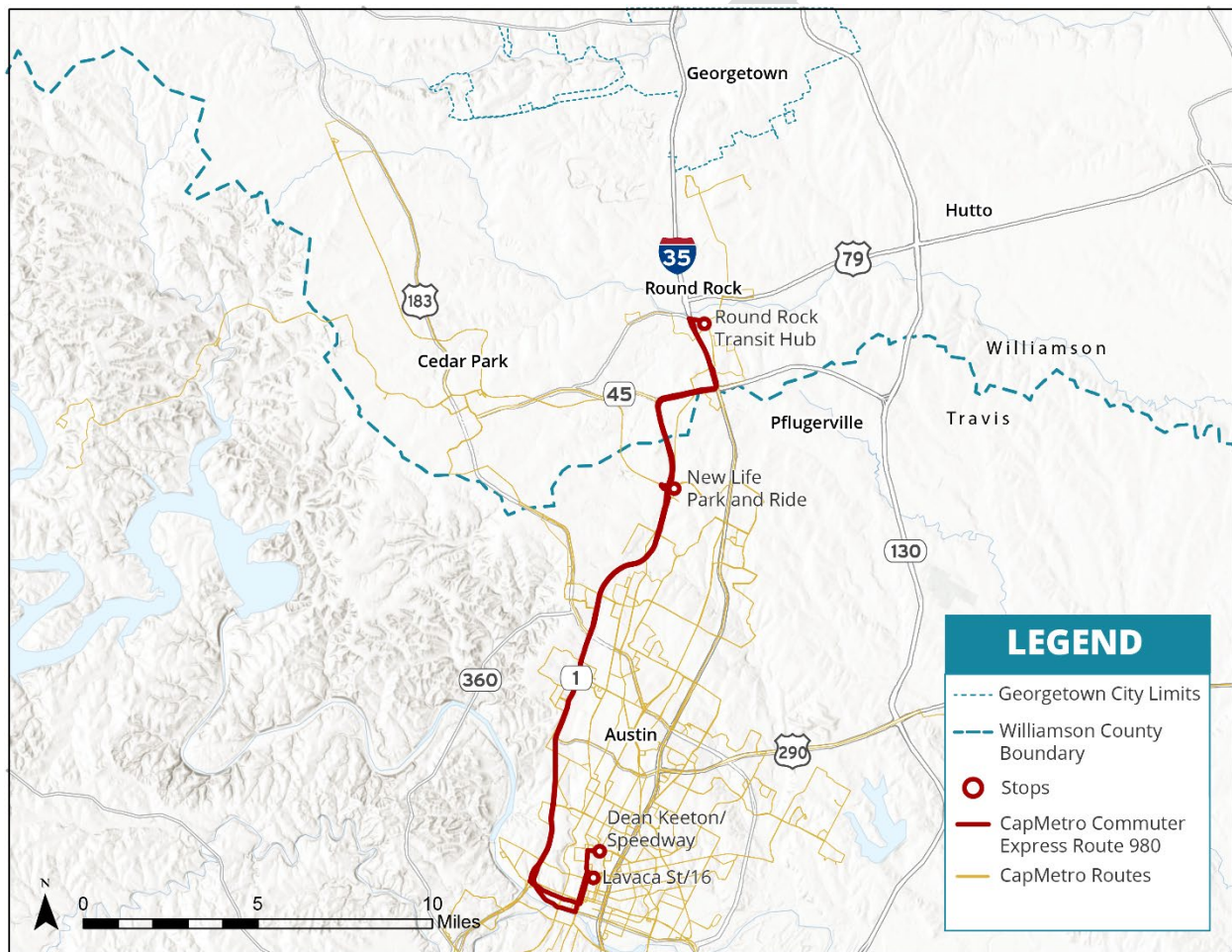
Source: CARTS Transportation Development Plan, 2023

Existing Services Outside Georgetown

CapMetro Route 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 43: CapMetro Route 980 - North MoPac Express



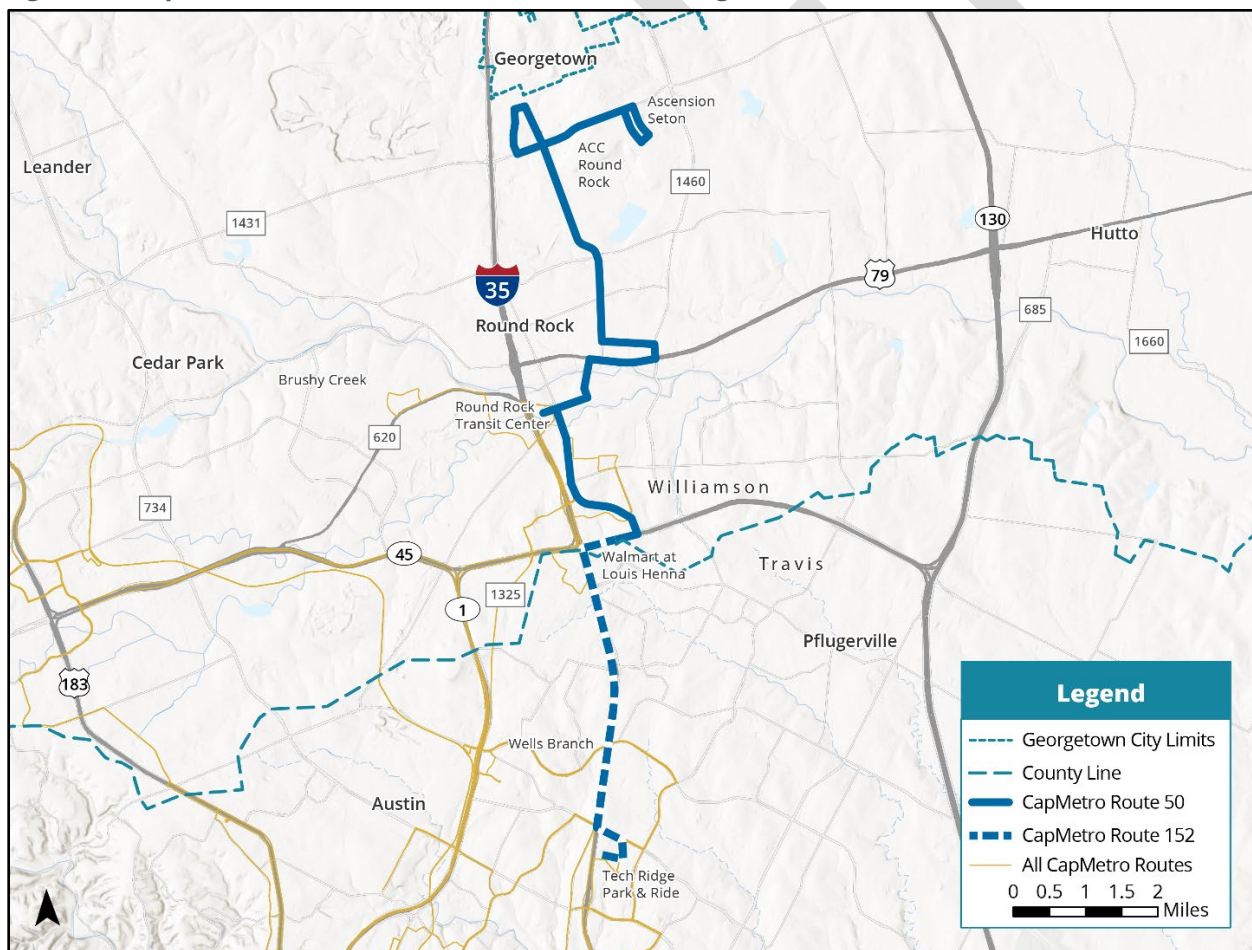
Source: CapMetro, 2023

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 44: CapMetro Route 50/152 – Round Rock Tech Ridge



Source: CapMetro, 2023

Gaps Analysis

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 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.

Future Transit Needs

Transit concepts were developed to address the City's future transit needs and inform the development of implementation options. The following sections detail the process and concepts considered for the City of Georgetown.

Addressing Mobility Needs

Transit concepts embody the TDP's goals and were based on findings from Phase 1 public involvement efforts and the existing conditions analysis. Phase 2 public involvement findings were used to refine concepts. Transit in Georgetown will not be a "one size fits all" solution due to the City's varying transportation needs, physical geography, and development patterns. Because of this, each transit concept is intended to answer the following questions:


- Who needs enhanced mobility options?
- What are their specific needs?
- What transit services best address their needs?
- Where do they need to go?

Rider Profiles

Prior to developing transit concepts, the project team considered the study area's potential riders and their unique mobility needs. Using data gathered from the market analysis and initial public involvement findings, the team created rider profiles, displayed in **Figure 45** (next page). As the figure shows, different demographic groups vary considerably in their transportation concerns and needs.

Exercises like this improve the TDP process by tailoring solutions to target users. By understanding the frequency, purpose, and preferred times of travel of different population groups, planners can optimize routes, schedules, and transit modes to best serve the community.

Figure 45: Rider Profiles



	Working Age (17-65)	Seniors (65+)	Persons with a Disability**	Students (17-24)	Youth (12-17)
Percent of Population*	55.4%	29.3%	26.7%**	8.6%	11.7%
Need	Reliability	Affordability/Convenience	Accessibility/Affordability	Flexibility/Affordability	Reliability
Primary Destinations	Job Centers	Social and medical centers	Social and medical centers	Entertainment, recreation, and job centers	Home, school, and extracurriculars
Available Alternatives	Personal car/family member/non-profits/GoGeo	Personal car/family member/non-profits/GoGeo	Personal car/family member/assisted-living services/GoGeo	Personal car/ridehailing/biking/walking/CARTS	Family member/carpool/biking/walking/school bus
<p>*Percent of population represent estimates based on the Georgetown service area and 2020 Census data</p> <p>**Represents percent of households with 1+ persons self-identifying with a disability in 2020 US Census data</p>					

Transit Options

The project team identified several transit alternative options to be considered by the City of Georgetown for near-term implementation, including express, on-demand (e.g., CapMetro Pickup, CARTS Now, etc.), LPSS, local fixed-route, and ridehailing voucher program services. Each transit alternative option is summarized in **Figure 46** on the following page and provided further detail later in this section. These are the most common transit types in small- to mid-sized United States cities. These transit options were paired with rider profiles to develop transit improvement concepts.

Figure 46: Transit Options

	Limited Paratransit & Senior Service*	On-Demand Service	Local Fixed-Route Bus	Express Route*	Ridehailing Program
What	Curb-to-curb service within a designated zone, booked in advance	Curb-to-curb service within a designated zone, reserved through an app or by phone	Service operating on a predetermined route/schedule serving identified stops; accompanying ADA paratransit required	Commuter service that serves limited destinations	Limited monthly vouchers to reduce cost of ridehailing (e.g., Lyft pilot program) trips
Why	Provides scheduled transportation to qualified users	Provides convenient and flexible transportation	Provides predictable service operating on a schedule	Provides limited stop, peak hour transportation	Provides reduced rate ride at any time of the day
Who	Seniors/persons with a disability	All rider profiles	All rider profiles	Primarily working age/seniors	All rider profiles except youth
Vehicle/Mode	23 ft ADA cutaway	23 ft ADA cutaway	23 ft ADA bus	35-40 ft ADA bus/ 45 ft ADA coach bus	Private car/wheelchair accessible vehicle (WAV)
*Existing transit services in Georgetown					

Transit Expansion Concepts

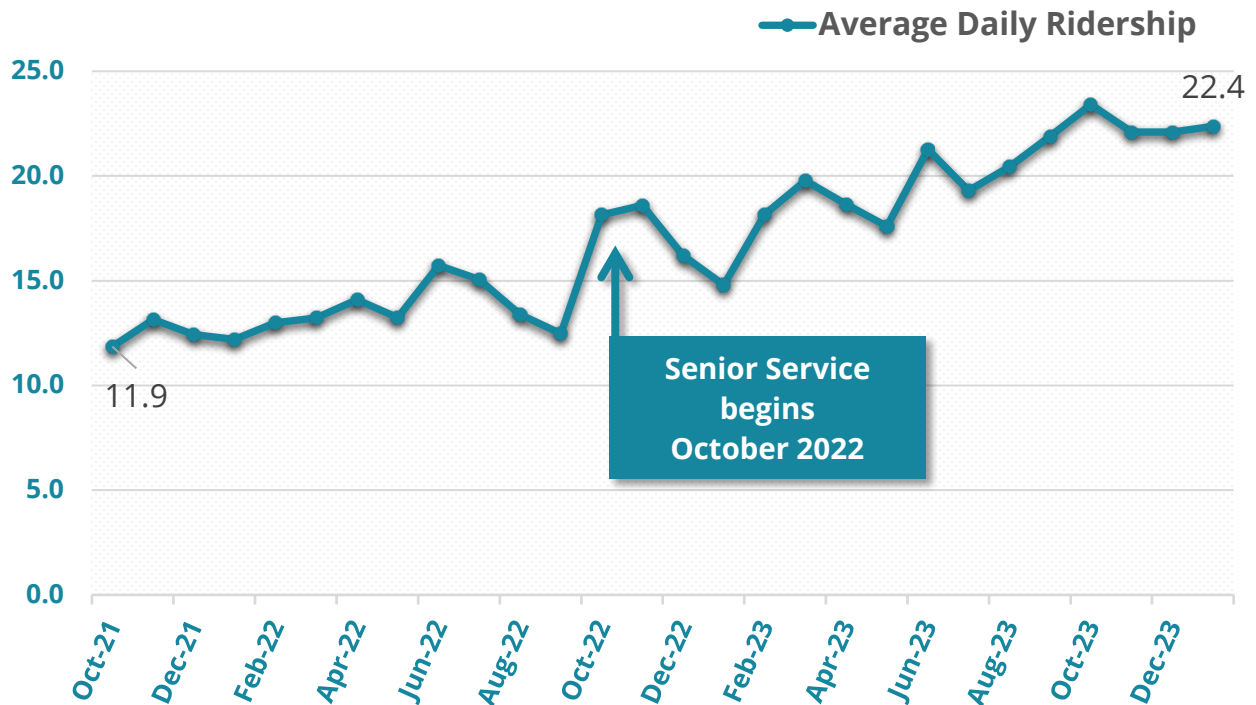
Enhanced GoGeo Limited Paratransit & Senior Service (LPSS)

	Need?	Reliable, affordable, and accessible transportation options for persons with a disability and seniors
	What?	Increase operating hours and reservation options, maximize capacity through same day service, and evaluate target riders
	Why?	Maintain access to critical services for vulnerable populations
	Who?	Persons with disabilities and seniors (i.e., persons aged 65 years and older)

Stakeholder and public involvement efforts highlighted the importance of the existing GoGeo LPSS for persons with a disability and senior populations. Many current riders depend on this service as their primary transportation option to meet daily needs. This unique service provides reliable, affordable, and accessible transportation for these rider profiles and will be critical to the success of Georgetown's transportation future.

Further, analysis of GoGeo's LPSS operations from October 2021 to January 2024 display a steady increase in demand for the service, with an overall ridership increase of 88%, the addition of senior qualifications in October 2022 increasing average daily ridership by 45%, and an average monthly ridership increase of 3%. **Figure 47** displays GoGeo's LPSS average daily ridership increasing from 11.9 to 22.4 over the time analyzed.

Figure 47: GoGeo Limited Paratransit & Senior Service Average Daily Ridership, 2021 - 2024





Source: CapMetro, 2024

Because of these findings, the project team developed a concept to enhance GoGeo’s LPSS to increase the service’s convenience and reliability by:

- Increasing total operating hours.
- Expanding reservation options by incorporating an app-based reservation system.
- Increasing same day service.
- Evaluating target riders.

Enhancing the GoGeo LPSS beyond its current productivity levels will require the City to work with stakeholders and decision-makers to understand rider needs through targeted outreach. Increasing same day service and integrating LPSS reservations with an app-based reservation system, such as the app used by existing CARTS NOW on-demand service, will increase the ease of using the service. An app-based reservation system could be integrated with the on-demand service concept (if implemented). Note that integration would require a cohesive fare structure, and that this effort would require additional planning and/or coordination leading up to service implementation.

On-Demand Service

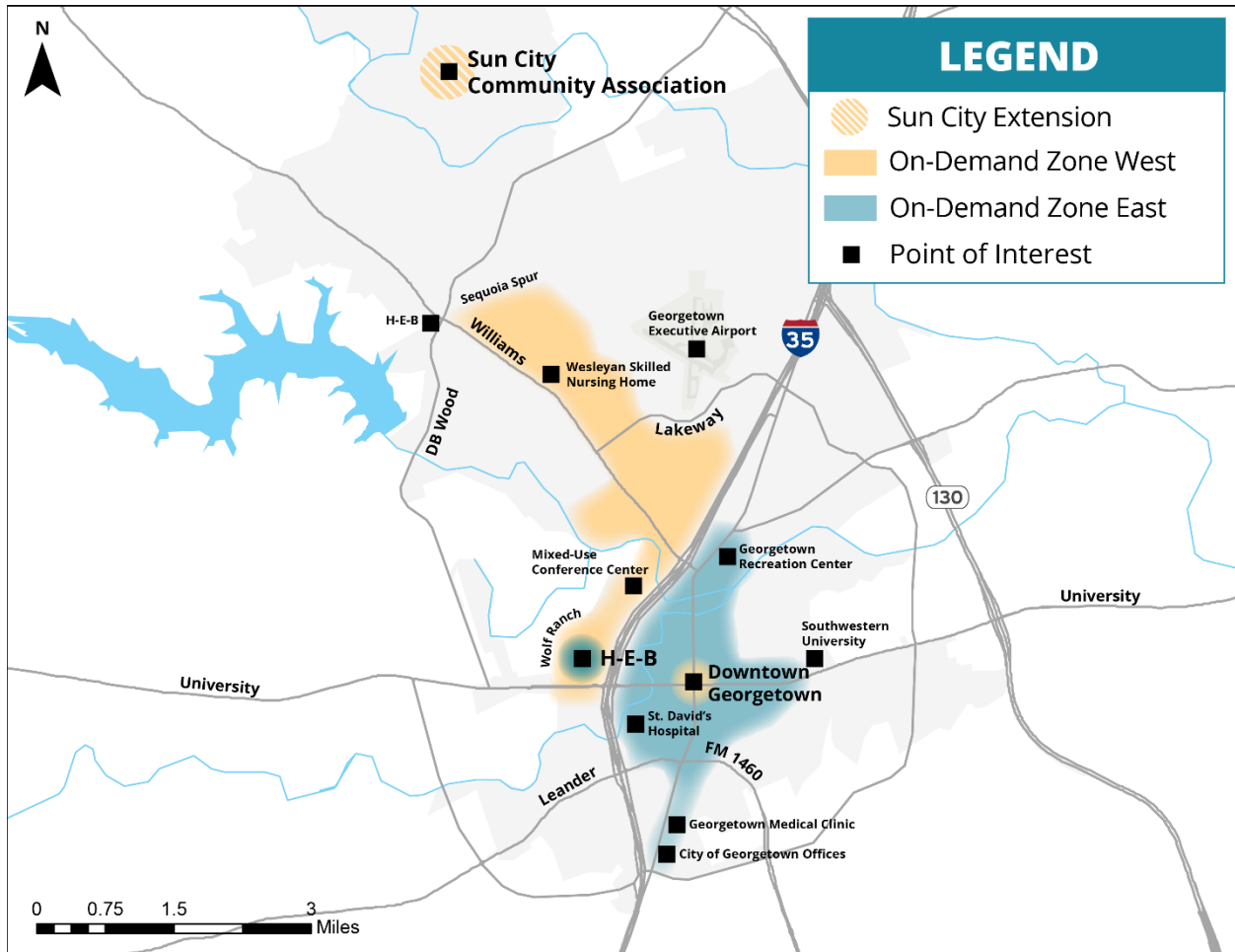
	Need?	Timely, reliable, and affordable connections between jobs, retail, and high-density housing
	What?	App and call center-based on-demand service with same day/15-minute response time target
	Why?	Data-based decision making and design; provide timely, flexible, technology-based service connecting key destinations
	Who?	All rider profiles within service zones

A phased on-demand service concept providing two on-demand zones and a Sun City extension was developed for consideration (**Figure 48**). The service would provide timely, flexible, and affordable connections between jobs, retail, housing, and other key destinations. This concept emphasizes service frequency and ridership by providing responsive pickup times within a smaller geographic area. Neighborhoods outside of the service areas would have continued access to the existing GoGeo LPSS (limited to qualified users).

The on-demand service would initially operate on weekdays (i.e., Monday through Friday) from 7:00 a.m. to 7:00 p.m. across two on-demand zones. The proposed on-demand zones are similar in access to retail, medical, senior living, and high-density residential areas. The proposed service would be reserved through an app and/or call center and would offer pickup within 15 minutes of reserving a ride. To ensure timely pickup, on-demand zones were designed to be roughly five to six square miles in size and use key destinations such as grocery stores and employment centers, as well as major roadway infrastructure (e.g., I-35) as boundaries. While most trips would stay within the zones, exceptions would be made to overlap service to provide accessibility to major trip destinations across I-35 such as the University Avenue H-E-B and downtown Georgetown.

A Sun City extension would be added after the implementation of the initial two on-demand zones. Sun City displays high transit demand potential (see transit propensity map **Figure 19**) and residents have spoken on the need for greater transit options through the TDP’s public involvement efforts. The Sun City expansion would pick up and drop off residents at a central location such as the Community Association building, providing timely connections to the rest of the western on-demand service area.

Figure 48: On-Demand Service Zones



NOTE: Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts.

Table 5 and **Table 6** (next page) display planning-level ridership estimates, operating hours, and metrics for the on-demand service. Ridership estimates are based on the zones' transit propensity capture (see **Transit Propensity Index Section**) and existing on-demand service ridership in the Central Texas region (i.e., CapMetro Pickup). Estimates assume the on-demand service would operate Monday through Friday from 7:00 a.m. to 7:00 p.m. and provide 15-minute response times.

Ridership estimates are displayed in low, medium, and high categories to depict potential ridership scenarios. For future planning efforts, the team recommends utilizing medium category estimates as these represent ridership projections that align with regional and national on-demand performance trends. Note that ridership for new services may take between 12 to 18 months to mature, and estimates must be further refined through additional planning efforts leading into service implementation.

Table 5: Estimated On-Demand Service Ridership & Operating Hours

	Ridership Estimates*			Total Operating Hours**
	Low	Medium	High	
East Zone				
Daily	78	141	204	57
Weekly	389	704	1,019	285
Annual	20,253	36,608	52,962	14,790
West Zone				
Daily	83	146	209	57
Weekly	414	729	1,043	285
Annual	21,548	37,903	54,258	14,790
Combined Zones				
Daily	161	287	412	114
Weekly	804	1,433	2,062	569
Annual	41,801	74,511	107,220	29,580

*Note that ridership estimates do not consider overlapping mobility options (e.g., ridehailing programs, GoGeo, non-profits, etc.) and ridership for new services may take between 12 to 18 months to mature.

**Operating hours assume the use of four vehicles per zone.

Table 6: On-Demand Ridership Metrics

	Low	Medium	High
Average Annual Projected Ridership*			
East Zone	20,253	36,608	52,962
West Zone	21,548	37,903	54,258
Combined Total	41,801	74,511	107,220
Estimated Cost per Rider**			
East Zone	\$72.58	\$40.16	\$27.76
West Zone	\$68.22	\$38.78	\$27.09
Estimated Riders per Service Hour			
East Zone	1.4	2.5	3.6
West Zone	1.5	2.6	3.7

*Note that ridership estimates do not consider overlapping mobility options (e.g., ridehailing programs, GoGeo, non-profits, etc.) and ridership for new services may take between 12 to 18 months to be fully realized.

**Cost per rider is calculated using gross operating cost.

To better understand implementation potential, the team created an initial three-year cost estimate for the on-demand concept, assuming implementation of two on-demand zones in year 1 and addition of the Sun City extension (i.e., addition of two vehicles) in year 3.

Table 7 summarizes annual costs per service component over three years, as well as annual total for combined service components.

Table 7: Unconstrained On-Demand Service Three-Year Cost Estimates

Service Component	Estimated Annual Operating Costs*		
	Year 1	Year 2	Year 3
East Zone	\$1,600,493	\$1,577,806	\$1,609,626
West Zone	\$1,600,493	\$1,577,806	\$1,609,626
Sun City Extension	--	--	\$832,597
Annual Total	\$3,200,986	\$3,155,612	\$4,106,356

*Note that cost estimates represent total cost and do not apply FTA Section 5307 Funding and fare revenue offsets.

Transit-Supportive Concepts

Increase Marketing & Coordination

	Need?	Some residents are unaware of existing GoGeo and CARTS services
	What?	Conduct City-led marketing/outreach campaigns and create a Community Transit Advisory Committee (CTAC) to support outreach efforts
	Why?	Increase visibility/understanding of existing services to increase ridership
	Who?	City staff, partner agencies, and other stakeholders

Public involvement efforts revealed gaps in the public’s knowledge of existing transit services in Georgetown. Surveys, open house comments, and pop-up events showed some residents are unaware of the existence of, or their qualification for, GoGeo’s LPSS, as well as the CARTS 1511 Red Route’s operations. The team learned in stakeholder interviews that non-profits and social service organizations in the community would be eager to promote existing or future transit service among their constituents but were unsure where to start.

Given the rich network of non-profits and social service organizations in Georgetown, this represents a significant opportunity to market existing services to key constituencies, educating potential riders on how to use transit services. Growing a strong working relationship between the City, CapMetro, CARTS, and these community organizations over time will generate support for expanded transit services. For these reasons, this TDP recommends the City establish a transit marketing approach led by the City’s Communications and Public Involvement Department and a CTAC.

Increased Marketing

The City's Communications and Public Involvement Department should have a central role in developing and executing Georgetown/GoGeo marketing, outreach, and coordination campaign. This approach would require support from the City's Transportation Department, the proposed CTAC, CapMetro, and CARTS. Per TxDOT's Microtransit Implementation Guidebook, developed in coordination with CARTS, there are a few key steps in creating a successful marketing campaign, which are detailed as follows:

- **Coalition Building:** Community coalitions may be comprised of local businesses, community and elected leaders, health care and social service providers, and other community-based organizations and can help raise awareness and support for existing and new services. The City will need to identify a diverse group of stakeholders, craft a vision and message, identify champions, and seek private sector sponsors.
- **Service Branding:** Service branding should differentiate the enhanced and/or new service typology from other transit options. Branding should be easily recognizable and/or catchy and avoid acronyms. Other considerations include vehicle colors and/or wraps that stand out and incorporate local color schemes and adding sponsor names on the bus to lend credibility to the service.
- **Marketing & Outreach:** The City's marketing and outreach campaign should educate existing and potential customers on the availability and use of existing, enhanced and/or new transit services. Best practices suggest the use of local officials to help introduce the marketing campaign and new transit concepts. Education and outreach efforts should be used to support the campaign and include methods such as press releases and newspaper articles, flyers and pamphlets, websites, promotional videos and messages, travel training, interdepartmental and agency coordination, and consistent meetings and presentations at accessible and advertised public events.







Further, marketing and coordination efforts by small urban and rural transit providers across the United States have resulted in ridership growth. Per a 2018 National Cooperative Highway Research Program (NCHRP) Transportation Research Board (TRB) study on small urban and rural transit agency marketing, agencies saw ridership increases spanning 51% to 243% after implementing marketing efforts like those previously listed. Note that these increases were seen after several years of marketing and coordination efforts, ranging from two to six years.

Community Transit Advisory Committee (CTAC)

Transit Advisory committees go by many names, as detailed in the guide published by the National Aging and Disability Transportation Center, but they all serve as a platform for a diverse group of local stakeholders to provide local government guidance on transit implementation.

The CTAC would be established and monitored by the City, and may include residents, transit users, local business owners, and government officials. The CTAC would establish ongoing dialogue related to transit within the community, support outreach campaigns, work with the City to coordinate between service providers and non-profits in the area and provide guidance to City staff on issues related to public transit in the City of Georgetown. The CTAC would play a critical role in supporting the City's marketing and coordination campaign, specifically in the coalition building stage of the process.





Ridehailing Program Integration

	Need?	Timely, curb-to-curb service available 24 hours, seven days a week
	What?	Integrate City-subsidized ridehailing voucher program alongside transit concepts
	Why?	Ridehailing can address remaining transit gaps (i.e., 24/7 service, pending availability)
	Who?	All rider profiles except youth

A ridehailing program, designed as a public-private partnership, could incorporate mobility options at times or locations where public transit is unavailable. The ridehailing program could incorporate a voucher system subsidized by the City. Through this program, users could be given a fixed number of vouchers per month that would cover a portion of the fare. For example, if a user's ride costs \$15, the voucher could cover \$10, and the user would pay \$5 out of pocket plus any tip amount. Wheelchair accessible vehicles (WAVs) can be available through this public-private partnership.

Rides can be scheduled through a mobile app or through a call center. Further, the City would provide a fixed amount of ridehailing voucher funding per fiscal year, and once this amount is reached, all users would have to pay full price for ridehailing trips. This recommendation would serve all rider profiles except youth, as some ridehailing companies do not allow persons younger than 16 to ride alone.

CARTS 1511 Red Route Coordination

	Need?	The City needs convenient regional transit connections
	What?	Coordinate with CARTS on 1511 Red Route service enhancements
	Why?	Enhance regional option connecting residents to job centers and services not provided by other existing mobility options; cost neutral to City
	Who?	All rider profiles, primarily working age and seniors

Public involvement participants emphasized the need for convenient regional connections between Georgetown and other urban areas such as Round Rock and Austin. These regional destinations contain medical facilities and employment centers that are critical to Georgetown resident’s quality of life. Due to several services existing along the I-35 corridor and recommendations from CARTS’ recently updated Transportation Development Plan, the project team recommends the City coordinates with CARTS to prepare for and market proposed 1511 Red Route enhancements. The 1511 Red Route currently provides limited trips from Georgetown to Round Rock and Austin five days a week, with its earliest southbound departure occurring at 8:00 a.m. and its latest northbound departure occurring at 3:15 p.m. While final service improvements depend on CARTS’ implementation schedule and planning, as a stakeholder in the service the City of Georgetown should advocate for trip schedules and service changes that best serve the needs of the community and assist CARTS in marketing the 1511 service to potential riders in the city.

Figure 49 displays proposed recommendations for the CARTS 1511 Red Route, which would include a once-a-week extension to Jarrell, as well as increased hours of operation to better align with commuting travel times (e.g., providing earlier and later trips to better align with commuter needs). These enhancements would align with needs voiced throughout the TDP’s public involvement activities by enhancing regional connectivity to job centers and medical facilities that fall outside of the other transit recommendation’s service areas.

Figure 49: CARTS TDP Proposed Jarrell Extension



Service Standards

Service standards in this TDP reference CapMetro's most recently published Service Standards and Guidelines and Pickup Service Framework. In general, service standards should be:

- Refined as service changes and/or enhancements are implemented, and baseline ridership is obtained.
- Monitored continuously to ensure alignment with goals, objectives, and strategies.
- Adjusted as the transit system matures and more service types are implemented.

Recommended service standards have been applied to the transit expansion concepts (i.e., enhanced GoGeo LPSS and on-demand service). Service Standards provided in this TDP serve as a reference, and any future transit services contracted by the City of Georgetown will adapt standards, guidelines, and targets to be appropriate to the context of the service area and service provider (e.g., CapMetro, CARTS).

For this TDP, service standards are grouped into two categories:

- **Service Quality:** Metrics that ensure transit service is safe, comfortable, and convenient for riders, including:
 - **Arrival Time:** Are on-demand services picking up riders within an adequate time following the trip request?
 - **On-board Time:** Are on-demand trip lengths (i.e., time spent on a trip) acceptable?
 - **Span:** How many hours in a day is service provided?
- **Service Effectiveness:** Metrics that track transit service success based on productivity, availability, and cost to run.
 - **Productivity:** Are an adequate number of people using the service compared to hours in service? Are there noticeable ridership trends?
 - **Trip Completion:** Are trips being completed? Are trips being canceled, "no-showed," not accepted, at capacity, or missed due to app error?
 - **Cost Effectiveness:** Does the cost per rider justify the service being provided?

Table 8 summarizes key points and recommended targets for the proposed on-demand service and enhanced GoGeo LPSS. Enhanced and/or new transit services should be evaluated at six- and 12-months following implementation, and then every six months after the service matures.

Table 8: Proposed Service Standards & Targets

Service Quality Standards			
Metric	Key Points	Measurement	Targets
Arrival Time	<ul style="list-style-type: none"> ▪ Timeliness is critical to measuring on-demand effectiveness 	<ul style="list-style-type: none"> ▪ Percent of trips arriving within 15 minutes of trip request 	<ul style="list-style-type: none"> ▪ On-Demand: 92% ▪ LPSS: N/A
On-board Time	<ul style="list-style-type: none"> ▪ Evaluates on-demand service boundary size 	<ul style="list-style-type: none"> ▪ Percent of trip ride times not exceeding 20 minutes 	<ul style="list-style-type: none"> ▪ On-Demand: 98% ▪ LPSS: N/A
Span	<ul style="list-style-type: none"> ▪ Span should match community needs and reflect ridership 	<ul style="list-style-type: none"> ▪ Number of hours vehicle is in operation 	<ul style="list-style-type: none"> ▪ On-Demand: 12 ▪ LPSS: 12
Service Effectiveness Metrics			
Metric	Key Points	Measurement	Targets
Productivity	<ul style="list-style-type: none"> ▪ Evaluates efficiency of service 	<ul style="list-style-type: none"> ▪ Riders per hour 	<ul style="list-style-type: none"> ▪ On-demand: 3 ▪ LPSS: 1.5
Trip Completion	<ul style="list-style-type: none"> ▪ Service is negatively impacted when trips are not completed (e.g., no-shows) 	<ul style="list-style-type: none"> ▪ Percent of trips completed 	<ul style="list-style-type: none"> ▪ On-demand: 85% ▪ LPSS: 90%
Cost Effectiveness	<ul style="list-style-type: none"> ▪ Number of vehicles, hours of operation, vehicle maintenance and repairs, and fuel influence operating cost 	<ul style="list-style-type: none"> ▪ Operating cost per rider 	<ul style="list-style-type: none"> ▪ On-demand: Establish 10 months after implementation

Note that service standard metrics should be applied to mature service, and ridership for new services may take between 12 to 18 months to mature.

Implementation Scenarios

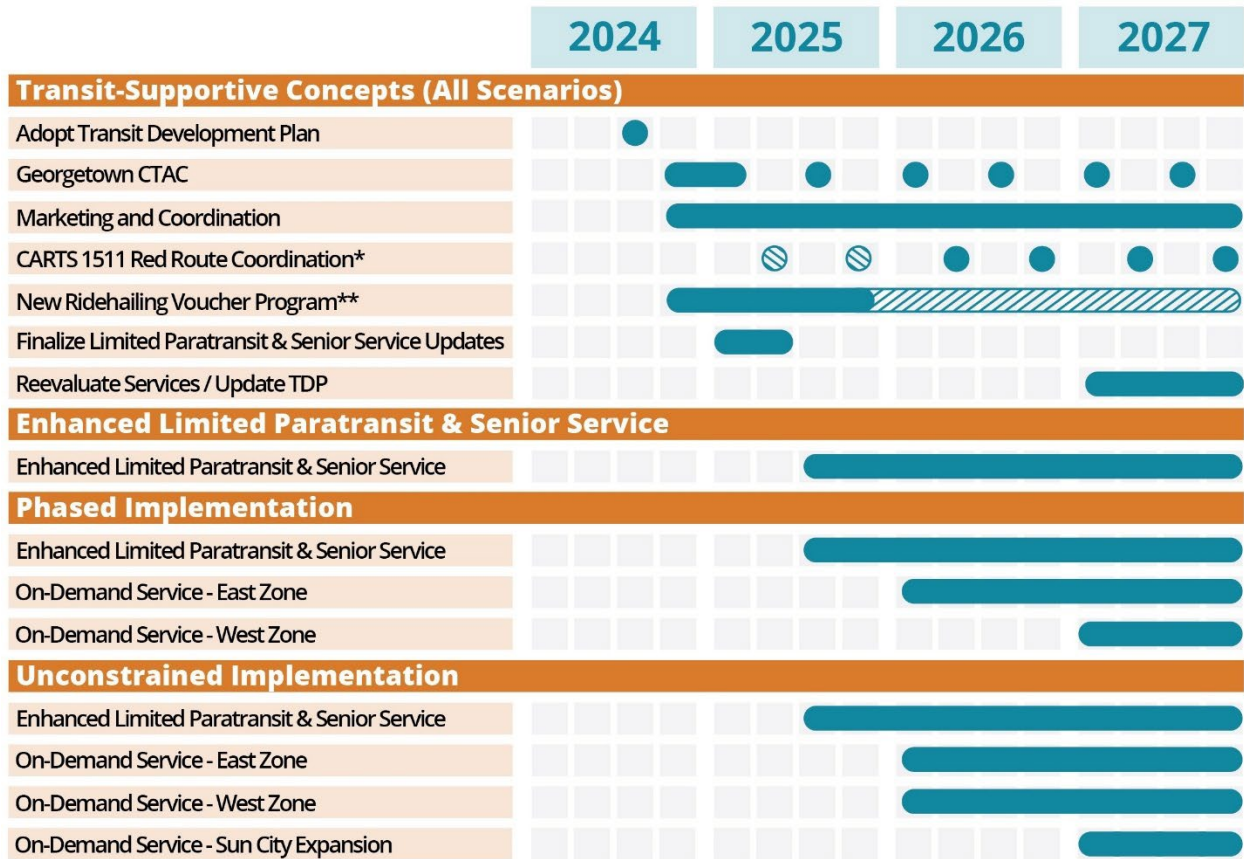
The project team developed three implementation scenarios for transit expansion concepts that consider technical analysis findings, community needs, and fiscal constraints. Implementation scenarios serve to assist the City of Georgetown in transit implementation over the TDP's three-year plan horizon, and are detailed below:

- **Enhanced Limited Paratransit & Senior Service:** Enhanced GoGeo LPSS represented by an increase in vehicles and operating hours beginning in FY25.
- **Phased Implementation:** Enhanced GoGeo LPSS implemented in FY25, and the phased implementation of the on-demand service, with the east zone launching in FY26 and the west zone launching in FY27. This scenario does not include the Sun City extension.
- **Unconstrained Implementation:** Enhanced GoGeo LPSS implemented in FY25 and a fiscally unconstrained on-demand service implementation with the east and west zone launching in FY26 and the Sun City extension launching in FY27.

Implementation milestones were also identified for transit-supportive concepts. These concepts are critical to the success of each of the proposed implementation scenarios and are therefore proposed to begin in late 2024 or early 2025. **Figure 50** summarizes the proposed TDP implementation scenario and transit-support concepts milestones over the three-year plan horizon. Hatched milestones represent those that are driven by multiple critical path factors (e.g., procurement processes, other agencies schedules, etc.).

Regardless of the final direction for transit implementation, the City and CapMetro will identify, monitor, and evaluate data and other decision-making metrics to determine the appropriate level of service and financial commitment to best meet the City's transit needs and identify potential gaps in transit supply and program funding.

Figure 50: Proposed TDP Implementation Program



*CARTS 1511 Red Route Coordination dependent on agency's implementation of 2023 CARTS TDP recommendations.

**Ridehailing Voucher Program dependent on procurement and future implementation decisions after first year.

Cost Scenarios

This TDP update allows the City to continue participation in CapMetro’s Regional Service Expansion Program, which grants the City access to FTA Section 5307 Funding for transit services within the study area. Therefore, a primary purpose of this plan is to provide total operating cost estimates associated with transit expansion concepts to assist the City in planning for future allocation of FTA Section 5307 Funds towards these services. To accomplish this, total cost estimates were developed for transit concepts requiring City funding, which includes:

- Enhanced GoGeo Limited Paratransit and Senior Service.
- On-demand service.

Key assumptions to guide the City’s future allocation decisions are listed as follows:

- Funding is distributed annually and assumes the City’s FY24 Section 5307 Funding total allocation of approximately \$514,355. Note that this value will be updated on an annual basis.
- 40% of transit operating costs are covered by FTA Section 5307 Funds, and the remaining 60% of costs are covered by other non-Federal funds (i.e., City local funding based on the interlocal agreement).
- The City will be responsible for 100% of the operating costs after the FY allocation of Section 5307 Funds is exhausted.

Table 9 displays the TDP’s three-year financial plan for each of the three implementation scenarios. The table is organized by scenario, and displays annual operating costs, as well as local obligation for each service by FY. As displayed in the table, the Sun City on-demand expansion is not anticipated until after the 3-year timeline.

What is Section 5307 Funding?

FTA Section 5307, or the Urbanized Area Funding Program, provides urban areas with a population greater than 50,000 with federal resources to fund:

- **Capital Costs (e.g., new buses, bus stops, etc.)**
- **Operating Costs (e.g., maintenance, labor, fuel, etc.)**

For this TDP, FTA Section 5307 Funding will only apply to operating costs.

To estimate operating costs associated with the proposed transit improvement concepts, an existing CARTS operating unit cost was applied to the total operating hours per transit concept. Subject to the Regional Service Expansion Program’s total contribution limit of \$514,355 for this agreement, the City will be responsible for 100% of the costs for services after the Section 5307 Funding expenditure balance is exhausted. Note that this value will be updated on an annual basis which will affect total operating costs.

Table 9: Three-Year Financial Plan Scenarios (YOE\$)

Scenarios	Vehicles	FY25	FY26	FY27
Enhanced LPSS				
<i>Enhanced LPSS</i>	2	\$590,054	\$602,445	\$614,408
Total Local Obligation	2	\$343,411	\$350,623	\$357,586
Phased Implementation				
<i>Enhanced LPSS</i>	2	\$590,054	\$602,445	\$614,408
<i>East On-Demand Zone</i>	4	\$0	\$1,600,493	\$1,577,806
<i>West On-Demand Zone</i>	4	\$0	\$0	\$1,632,276
Total Local Obligation	10	\$343,411	\$1,622,495	\$3,195,400
Unconstrained Implementation				
<i>Enhanced LPSS</i>	2	\$590,054	\$602,445	\$614,408
<i>East On-Demand Zone</i>	4	\$0	\$1,600,493	\$1,577,806
<i>West On-Demand Zone</i>	4	\$0	\$1,600,493	\$1,577,806
<i>Sun City Extension</i>	2	\$0	\$0	\$816,138
Total Local Obligation	12	\$343,411	\$3,174,973	\$3,934,219

Note that “Total Local Obligation” values represent the City’s share of operating cost after application of FTA 5307 Funding allocation (i.e., FY 24 limit of \$514,355)

The costs provided in this TDP are estimates based on current rates and planned service areas. Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts. Final costs will be determined through an Interlocal Agreement (ILA), which is the mechanism used by CapMetro and the City to commit FTA Section 5307 Funds and local match. To access FTA Section 5307 Funding, the TDP needs to first be adopted by City Council. The TDP does not commit funding but serves as an overall guide for implementing transit improvements. After the TDP is adopted by City Council and priorities for implementation are determined, City of Georgetown and CapMetro staff will finalize project service areas and costs for the FY25 ILA. The FY25 ILA will then be presented for approval by the City Council and by the CapMetro Board of Directors.

Appendix A – Public Involvement

Phase 1

FlashVote Survey Summary

Participants: 678

To better inform the Transit Development Plan, we have collected feedback from residents and analyzed it to identify key themes and actionable next steps. The feedback reflects a wide range of perspectives on public transportation in Georgetown. This analysis reveals the following top five themes and three actionable next steps to guide future enforcement and communication strategies.

Top Five Themes:

1. Desire for Convenient Access to Austin:
 - a. A significant number of respondents expressed a desire for convenient, safe, reliable, and affordable transportation options to attend cultural events in Austin, especially during the evenings.
 - b. Actionable Step: Explore options for a shuttle or trolley service to and from downtown Austin, aiming to address the community's aspiration for easy access to the neighboring city.
2. Mixed Opinions on Public Transportation:
 - a. Feedback ranged from strong opposition to public transportation in Georgetown to those who expressed a willingness to use it, especially if it were quicker, more frequent, and connected to the broader Austin public transit system.
 - b. Actionable Step: Conduct outreach campaigns to educate residents about existing and potential public transportation options, focusing on the convenience and benefits it can offer.
3. Demand for Bike Lanes and Safety:
 - a. Many respondents emphasized the need for better bike lanes and pathways, particularly on major roads and out west of Williams Dr, to promote cycling as an alternative means of transportation.

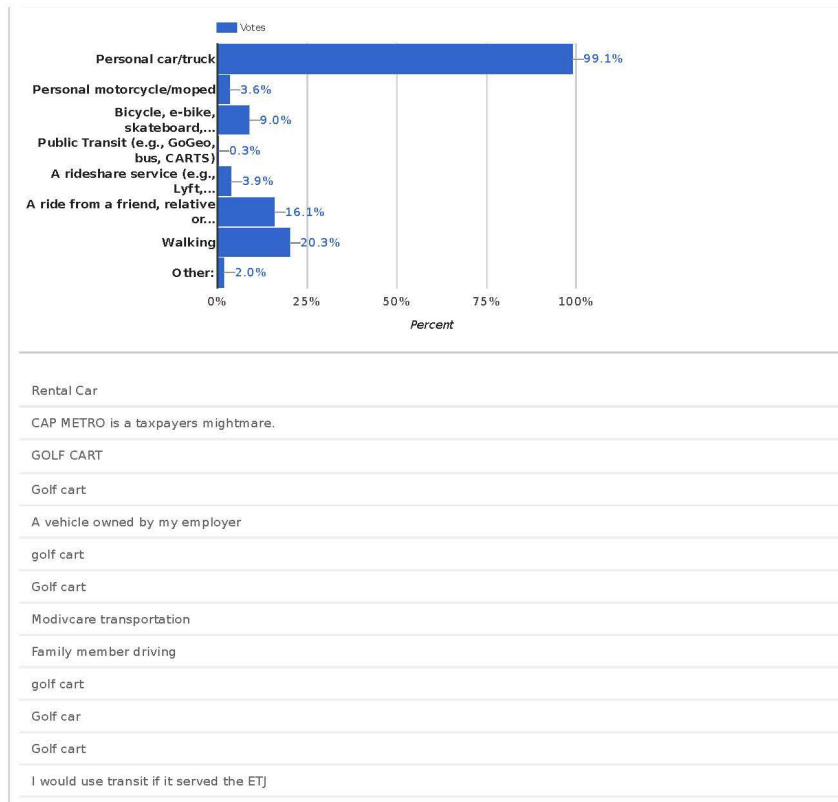
- b. Actionable Step: Implement the [Bicycle Master Plan](https://transportation.georgetown.org/bike-plan/) (see <https://transportation.georgetown.org/bike-plan/>) to create dedicated bike lanes and enhance safety measures for cyclists, with a focus on major streets and high-traffic areas.
- 4. Seniors' Transportation Needs:
 - a. Several respondents highlighted the need for transportation options that cater to seniors, particularly in Sun City, suggesting a demand for accessible and flexible transit services for this demographic.
 - b. Actionable Step: Further promote current options available to seniors such as GoGeo, Faith in Action, and ridehailing.
- 5. Improved Information and Communication:
 - a. Many respondents expressed a lack of awareness about existing public transportation services, indicating a need for more information about routes, schedules, and locations of stops.
 - b. Actionable Step: Enhance public communication efforts to provide comprehensive information about public transportation services, routes, schedules, and available stops.

Actionable Next Steps:

- 1. Exploration expanding CARTS routes:
 - a. CARTS currently offers [daily routes to Austin and to other regional locations](#), next steps could include exploring increasing the frequency of these routes and promotion of them.
- 2. Bike Infrastructure Enhancement:
 - a. Implement the [Bicycle Master Plan](#) to improve bike lanes and pathways, especially on major streets and roads out west of Williams Dr, to promote cycling as a sustainable mode of transportation. Seek grants and partnerships to fund these enhancements.
- 3. Information and Awareness Campaign:
 - a. Launch a community-wide campaign to raise awareness about existing public transportation options, focusing on routes, schedules, and stop locations. Provide residents with accessible and up-to-date information to encourage utilization of available services.

These themes and actionable steps should serve as a foundation for future policy and strategy development related to public transportation in Georgetown. Engaging with residents and seeking their input will be vital in creating a transportation system that aligns with the diverse perspectives and needs of the community.

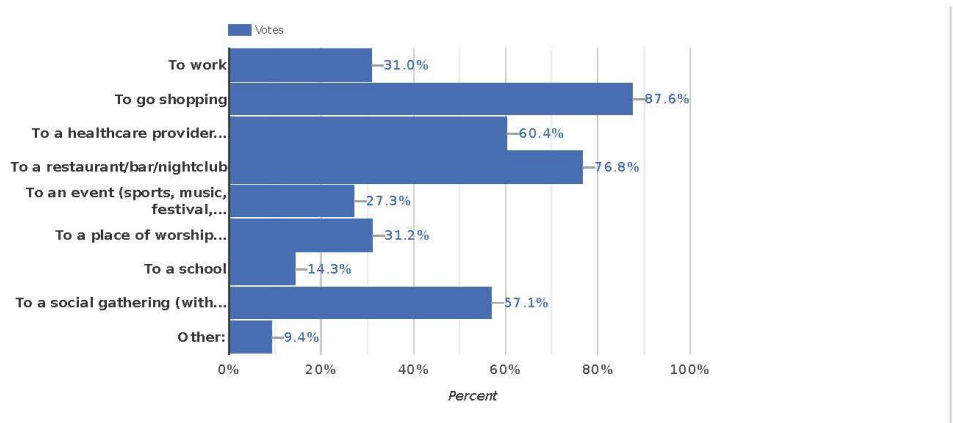
Survey Results



- Rental Car
- CAP METRO is a taxpayers nightmare.
- GOLF CART
- Golf cart
- A vehicle owned by my employer
- golf cart
- Golf cart
- Modivcare transportation
- Family member driving
- golf cart
- Golf car
- Golf cart
- I would use transit if it served the ETJ

Q3 In the last 7 days, where have you traveled to from your home? (Choose all that apply, if any)
(651 responses)

Options	Votes (651)
To work	31.0% (202)
To go shopping	87.6% (570)
To a healthcare provider (doctor/dentist/etc.)	60.4% (393)
To a restaurant/bar/nightclub	76.8% (500)
To an event (sports, music, festival, etc.)	27.3% (178)
To a place of worship (church/synagogue/mosque/etc.)	31.2% (203)
To a school	14.3% (93)
To a social gathering (with friends/family/etc.)	57.1% (372)
Other:	9.4% (61)



family friends center facility activity
 volunteer park community
 vote round visit rock library
 home austin work airport
 meeting go city gym

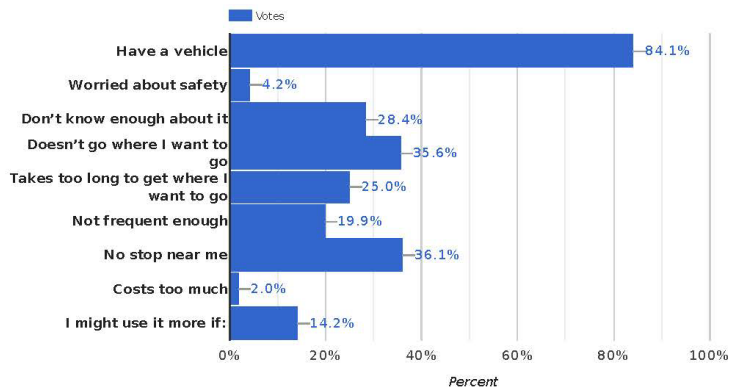
- Volunteer work
- to visit kids in Austin
- Austin airport (ABIA)
- To Missouri City, TX and the Rio Grande Valley of Texas to visit relatives and friends.
- Airport
- Tax office
- Airport
- club meeting
- To other homes
- Austin airport, assisted living community in Round Rock
- Public Library
- volunteer activity
- non-profit org. meetings
- volunteer work

Visit family in round rock
Work out gym and Alzheimer's facility to visit family
relaxing ride
To fitness center
Nowhere, stayed home
Outdoor sports
Cemeteries
Transport a disabled person to work
Vote
Volunteer
Meetings
visit someone in hospital/recovery facility
Wedding
Volunteer work
Walking trails
Rec center
volunteering
To Houston
Taking neighbor to and from St Davids.
Wilco Animal Shelter
to Volunteer
auto dealership in Round Rock
Airport
Visit friends
Pet sitting
To parks
Train show in OKC
Visit my children. Go to get a haircut
Gym
repair shop
visit husband in memory community
Out of state
parks
Sunday drive
I go to Temple three or four days a week for a variety of reasons.
To vote
City park
Property out of town
Library
Business meeting
airport

Q4 Which of the following describe why you haven't used public transit (GoGeo, bus, CARTS) or haven't used it more often? (Choose all that apply)

(649 responses)

Options	Votes (649)
Have a vehicle	84.1% (546)
Worried about safety	4.2% (27)
Don't know enough about it	28.4% (184)
Doesn't go where I want to go	35.6% (231)
Takes too long to get where I want to go	25.0% (162)
Not frequent enough	19.9% (129)
No stop near me	36.1% (234)
Costs too much	2.0% (13)
I might use it more if:	14.2% (92)



convenient
I knew more about the schedule and routes
I knew anything about any of those options.
It goes to downtown austin
I could walk to the stop - if there was one near me.
It connected to mass transit outside of Georgetown
It started and stopped in Sun City and went to grocery etc
Age reduced to 50
if you didnt need to schedule in advance
it were designed like in the big cities: regular, frequent and easy to use
I wasn't physically able to drive
I probably would not, but many people in SC would use it if the transport originated and ended here
It wis regular, frequent, available 7 days a week for many hours, close stop to me in Sun City
Because there is NO public transport in Georgetown
It was a regular service from Sun City
If I get to old to drive.
I didn't have a car
I knew more about it.
It was more convenient, safe, and had more pickup / drop off times, and had more seats
Need airport shuttle
I had more info, and if the entire public transportation system here was more extensive.
it were safe to ride my bicycle to the places where I would want to go.
I definitely would use public transportation if it were available for me. I live in Sun City
If it made sense to use it and it wasn't subsidized with my tax \$
Don't like it
If I had a map and timetable
I understood the schedule
it were publicized
I knew where it stopped, the cost and if there was a stop near me
Never would use
If or when I need it for aging in place. .
It ran more often and connected with Austin public transit or got me close to Austin Destinations
The stops by stores were inconvenient when we had a bus
I knew more
it went to shopping centers in Georgetown
Do we have city busses? I didn't think we did.
If o knew more about it.
Convenient to walk to. A place to park car while using. Shady spot to wait. Frequent service.
I had ever heard of it, which I haven't.
I end up in a retirement community
I knew about it.

Last I heard GoGeo was only for elder or disabled. Not open to public.
If there was a coherent network, as an example like Washington DC
I knew more about the service and its schedules and stops
I wasn't able to drive or if I could get there and back as quick as by car
There was service from points in Sun City to the square, Wolf ranch and other retail on a regular b
I knew more about it and a stop was in Sun City.
It were as efficient as the buses in Mexico
I knew more about it.
There was more marketing geared towards those that wouldn't think they would use it, but could.
It was available east of Southwestern University
I knew more about this transportation
We have no public transport in Georgetown
I'm not sure where the stops/routes are
transit ran on a frequent schedule, had a stop near my house, and was safe 24/7.
more accessible
It originated in Sun City
It was convenient.
I am self employed and travel to cities surrounding Georgetown for work.
I thought it was cancelled
i would use it but our dipshit mayor and city council killed the bus service
It had a connection from the ETJ to downtown and a train connection to Austin
It was fast. Why doesn't the train come here?
Regular publication of schedule

Q5 If you had the following options to take you to a location you frequently visit, which would you want to use? (Choose all that apply)
(644 responses)

Options	Votes (644)
Ride a local bus/shuttle route with various stops, to get somewhere inside Georgetown	25.0% (161)
Ride a regional bus/shuttle route with various stops, to get somewhere outside of Georgetown	23.0% (148)
Use an on-demand ride service that picks me up and goes directly to where I want to go, inside or outside Georgetown	32.1% (207)
None of these - I'd drive myself	58.1% (374)
My other comments or suggestions about getting around Georgetown and public transit are:	13.4% (86)

Need more wheelchair transportation
I think I've said enough.
Need more bike lanes and better safety for bikers--too many crazy drivers making it unsafe
Better bike/shared usage paths
We live close to the square and often walk vs. driving.
I only favor private transportation for individuals and/or groups - no public funding
Limited to weekdays only, need transportation on weekends
I REALLY want bus service in Georgetown, especially to get downtown or Wolf Ranch where I hate park
I will use other methods when I am no longer able to drive
My #1 wish is to have a limited-stop transit option to get into Austin.
I would maybe use it once I retired or did not own my own vehicle
90 % of my travel is via golf cart
I like and frequently use the bus system in Boulder, Colorado. Familiarity supports increasing use.
Forget it!
Inside Georgetown, frequent stops and convenient connections would be key.
walk/bike more if there were better sidewalks, painted lanes, as well as ped bridge across 35
I would like a train that leaves Georgetown and heads into Austin with stops like the Leander train
In 5 years or so, I would strongly consider using public transportation
Dedicated bike lanes on major streets
Express routes
Where are accessible walking and bicycle off-road paths between Sun City and downtown?????
Drive myself around Georgetown & use a bus/shuttle to go outside of Georgetown if it was available
As a senior citizen I rely on a local faith based service that utilizes vols. not serving Austin
What Georgetown needs is a low cost car service for seniors
To and from doctors appointments
If there was a speed train to Dallas or Houston we might opt for that.
We are centrally located in GT and walk to most places we need to go.
If it became necessary I would take a bus as it would be cheaper than a taxi or Uber.
Challenges of getting onto and off a different vehicle are too great to consider
It's too hot to stand outside most of the year and wait for a bus.
transportation to train station would be helpful
Recent injury required me to find rides to places. GoGeo only works inside Gtown. Faith in Action w
I would prefer to ride my bicycle on a safe and well maintained cycling infrastructure in G-Town
A shuttle for visitors to and from parking areas would be a boon!
Don't bring mass transit to Georgetown, it brings the undesirable population
Rides to the Leander train stop
Make it easier for potential riders to access the information.
Wish there was public transit to downtown Austin
It is difficult to get across 35 on foot or bike. There is no viable transit to get into Austin
I live about 1/2 mile to downtown GT. I walk or ride my e-bike.

Previous bus service didn't service areas of town that needed it. Not enough stops.
occasionally i use an on-demand ride , because my wife and I share a caar.
Driving for out of town but I could see taking a bus for some in town trips if they were regular.
Best if some kind of ride share for businesses for their workers.
Still not enough road infrastructure. Buses would even be caught in traffic jams.
Create system that people will use. Park and ride lots. Shady and dry bus shelters for waiting.
I feel public transportation should be available to those who would like to or need to have it, it
Also prefer Uber for events outside of Georgetown
We are not that big in Gtown to need bus lanes etc.. Keep it quaint
Useful for elderly, disabled, those without transportation
Transportation needs change as life requirements change, need flexible transportation choices.
Please add bike lanes, especially on major roads
golf cart if more chargers were available in SCTXA
Parking away from square & buses circulating same spots every 5 or 10 minutes during events
The best thing Georgetown could do is create a better network of safer bicycle lanes. I'd use them!
nighttime driving is getting more dangerous and may prefer not to drive if other options were avail
More info
All these apartment complexes will need public transportation to decrease traffic on the roads.
I've lived in Phx Az and public transportation projects are typically a money pit.
Train to travel outside of Georgetown
We need intercity bus and passenger rail along the I-35 corridor, which is becoming a parking lot.
Would be great to have reasonable transportation from Georgetown (preferably home pick up) to ABIA.
I will only use public transit when I am no longer able to drive.
Train to downtown and to Austin, and trams around downtown GTX (which is wasted on parking lots)
rail
A waste. Public transit does not alleviate traffic and is most effective at importing homeless.
Train

Additional survey reports

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Stakeholder Interview Questionnaire



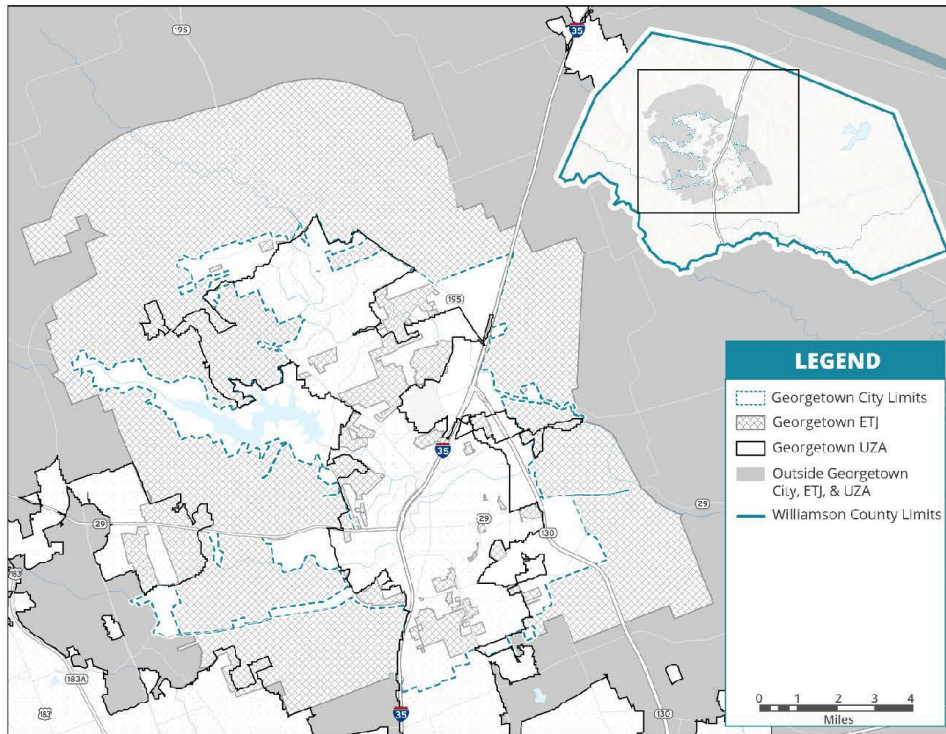
**City of Georgetown
Transit Development Plan**

Stakeholder Questionnaire

October 2023

Reference Material

Figure 1: Georgetown TDP Study Area



Georgetown Transit Development Plan

1

Table 1: Relevant Terms & Definitions

Term	Definition
CARTS	Capital Area Rural Transportation System provides regional transportation for a 7,200 square-mile area surrounding Austin. Its district extends into Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, and Williamson counties.
CONVENIENCE	Transportation services that prioritize this metric are geographically close to riders, providing service to a larger land area.
FREQUENCY	Transportation services that prioritize this metric feature simpler and more direct routes that serve a smaller geographical area in favor of quicker headways (or time between arrivals) and broader service hours.
EXTRATERRITORIAL JURISDICTION (ETJ)	A designated buffer area located just outside of the city limits. Each municipality is afforded an ETJ by the Texas Local Government Code as a method of defining potential growth and future service boundaries.
FIXED-ROUTE TRANSIT	A transportation system (i.e., bus) operating on a predetermined route according to a predetermined schedule with designated stops where riders are picked up and dropped off.
GOGEO LIMITED PARATRANSIT & SENIOR SERVICE	A curb-to-curb service, run by CARTS as a subcontractor to CapMetro, available to qualified people with disabilities and seniors aged 65 and older living within the Georgetown service area.
ON-DEMAND TRANSIT	Curb to curb transportation service which enables passengers to book their trip at the most convenient time (during service operating hours) and to be picked up and dropped off at agreed-upon locations. CapMetro on-demand service is generally booked through an app on the phone or through a call center, and depending on service requested, arrives within a certain amount of time.
TRANSIT	Forms of transportation (e.g., buses, trains, subways, etc.) that charge set fares, run on fixed route or within defined boundaries, and are available to the public.
URBAN AREA	A densely settled core with a population of at least 5,000 or encompassing at least 2,000 housing units.
VANPOOL	CapMetro rideshare service available to Georgetown residents who begin or end their regular commute within the CapMetro service area. A rideshare vanpool is a group of 4 or more people who regularly travel together in a rideshare vehicle for the purpose of commuting to and from work, like a carpool. CapMetro provides eligible vanpool groups with a month-to-month lease agreement that includes the vehicle, maintenance, insurance and 24-hour roadside assistance.

Stakeholder Interview Questions

1. Along with your name and role, tell me about an organization you represent which might have special insight or perspective on the City's current public transportation offering.
 - a. How many constituents does your organization serve/represent?
 - b. How much funding does your organization provide for transportation?
2. What role should public transit play in the City and its surrounding region?
 - a. Are there any benefits to implementing transit within the City of Georgetown?
 - b. What are the biggest barriers to implementing transit within the City of Georgetown?
 - c. What do you think would affect someone's decision to use public transportation (i.e., convenience, frequency, shaded bus stop, type of service, etc.)?
3. Do you know of demographic (e.g., seniors/non-driving age, disabled, zero-car households, etc.) and/or geographic (e.g., neighborhoods, commuters, etc.) communities in Georgetown that need transit service?
 - a. Where do they need to go?
 - b. How are they currently getting there?
4. During a typical week, what are the most common destinations that members of your organization travel to:
 - a. Within the City?
 - b. Outside the City?
5. Imagine the City's optimal transit system. What would it look like and who would use it? What opportunities/priorities do you see for transit service connecting to areas outside of the City limits?
 - a. Who would be the primary users of this service?
 - b. To what areas outside of Georgetown City Limits would transit service be useful?
6. Is there anyone else we should interview?
7. Is there anything else you want to add?

Virtual Open House #1



Hello and thank you for taking part in this virtual open house to learn more about the City of Georgetown Transit Development Plan. Throughout this video and in materials you will see this plan referred to as the TDP. The City and CapMetro are working to update Georgetown's existing TDP, which was adopted in 2016, to evaluate and address the evolving mobility needs of the rapidly growing community.

This TDP effort will identify gaps in existing local and regional transit services and recommend potential mobility improvements to increase access to economic opportunities, healthcare, groceries, and other essential services and resources in locations that currently fall outside of the CapMetro service area.

Virtual Open House & Comment Period

Share Your Feedback!

Visit georgetowndp.com to provide feedback.

Comment Period

Monday, December 4 – Friday, December 15, 2023



more than solutions 2

This open house is being conducted virtually to allow community members to learn more about the TDP process and provide input at their own convenience. Through this virtual open house, the City is looking for resident feedback on the proposed goals, existing conditions analysis findings, and general feedback related to mobility needs, priorities, and aspirations. This is a pre-recorded presentation and community members will have the opportunity to comment from Monday, December 4 to Friday, December 15, 2023, on the project webpage.

All comments are welcome throughout the development of the plan and must be submitted by December 15 to be included in the meeting summary.

Please reach out with any questions or to further discuss the plan by emailing arivas@cdandp.com.

Purpose

The purpose of updating the City of Georgetown's TDP is to **identify the current and future transit needs of the community** and **determine what enhancements can be made to improve overall mobility** for the rapidly growing community

- ✓ **Participate in CapMetro's Regional Service Expansion Program**
- ✓ **Identify gaps in existing local and regional transit service**
- ✓ **Provide recommendations to enhance transit opportunities**



more than volume 4

Periodically, the City updates its TDP to identify the current and future transit needs of the community and determine what enhancements can be made to improve overall mobility as conditions evolve.

To gain access to additional federal funding for transit, Georgetown has partnered with CapMetro to participate in the agency's Regional Service Expansion Program. Eligibility for this program requires the development and update of the City's TDP every three years.

Updating the TDP allows the City to leverage federal funds to help offset costs for transit services outside of CapMetro's service area and ensures that these transit services remain relevant and effective for Georgetown.

TDP Goals

1. Create a process driven by community outreach and regional coordination that serves as a guideline for ongoing and future transit planning efforts.
2. Adequately address the mobility needs of Georgetown residents and provide connectivity to destinations throughout Georgetown and the Austin Metropolitan Area.
3. Provide a safe, reliable, efficient, affordable, and accessible transportation option for residents, workers, and visitors of Georgetown.
4. Develop transportation options that address the near-, mid-, and long-term needs of Georgetown.



more than welcome 4

The TDP update will be guided by four main goals to ensure the updated plan addresses identified needs and opportunities and provides appropriate transit service recommendations for the residents of Georgetown. The TDP's proposed goals include:

- Creating a process driven by community outreach and regional coordination that serves as a guideline for ongoing and future transit planning efforts.
- Adequately addressing the mobility needs of Georgetown residents and provide connectivity to points of interest throughout Georgetown and the region.
- Providing a safe, reliable, efficient, affordable, and accessible transportation option for residents, workers, and visitors of Georgetown
- Developing transportation options that address the near-, mid-, and long-term needs of Georgetown.

Plan Review

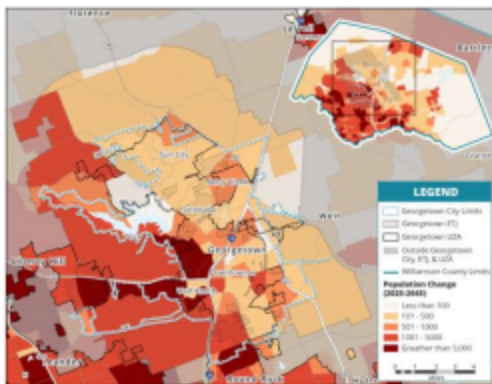
- City of Georgetown Transportation Development Plan - 2016
- Georgetown 2030 Plan - 2020
- CapMetro Project Connect - 2020
- City of Round Rock Transit Development Plan - 2022
- RTCC Regionally Coordinated Transportation Plan - 2022
- CARTS Transit Development Plan - 2023
- City of Georgetown Future Mobility Plan - Ongoing
- City of Georgetown Sidewalk Master Plan - Ongoing



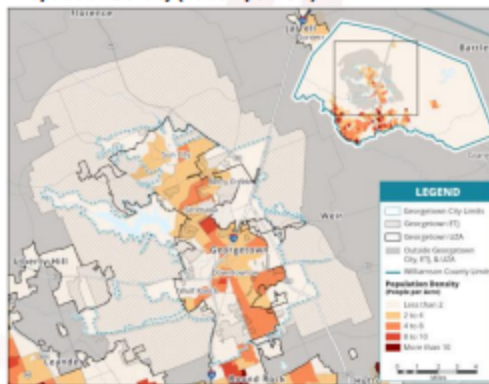
A component of the TDP update is a review of local and regional plans. The plan review is conducted to ensure alignment with previous and ongoing local and regional mobility initiatives. Plans that will inform the development of the Georgetown TDP include the City's previous TDP, Georgetown 2030 Plan, City of Round Rock TDP, City of Georgetown Future Mobility Plan, City of Georgetown Sidewalk Master Plan, Capital Area Rural Transportation System (or CARTS) TDP, Regional Transit Coordination Committee (or RTCC) Regionally Coordinated Transportation Plan, and CapMetro's Project Connect.

Population

Projected Population Growth (2025 to 2045)



Population Density (Person-per Acre)



Understanding population and employment trends and growth centers is critical to understanding transit-supportive areas. Since 1960, the City of Georgetown has seen rapid growth. In the last decade, Georgetown's population has grown by 41 percent 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 map to the left displays projected population growth between 2025 to 2045, sourced from the Capital Area Metropolitan Planning Organization, also known as CAMPO, 2045 Regional Transportation Plan (RTP) demographic projections.

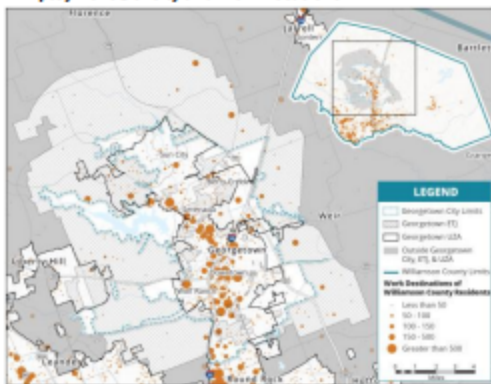
- According to the RTP and demographic projections developed by CAMPO, Georgetown will continue to experience growth, with the highest rates of growth slated to occur in the southwest of the City.

The second map displays current population density, or people per acre, sourced from the US Census Bureau 2021 5-Year American Community Survey.

- Note that Georgetown features two areas with medium-high densities, which are those identified as 8 to 10 people per acre. These areas of medium-high density are

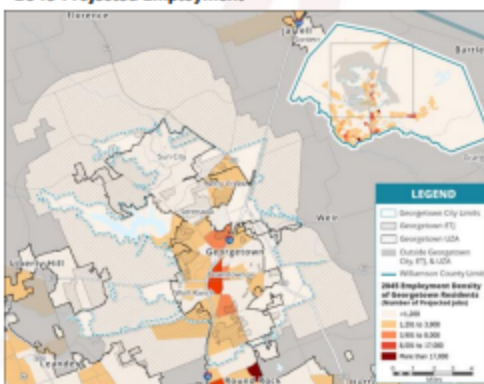
Employment

Employment Density and Work Locations



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

2045 Projected Employment



Source: City of Georgetown, 2023

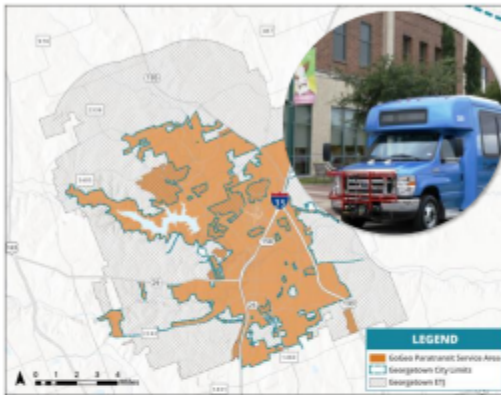
Successful transit systems reliably connect employees to job centers; therefore, knowing where these employment centers are located is important for system design. Georgetown's labor force has grown over 240 percent since 2000, or on average approximately 7,200 jobs per decade from approximately 14,500 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.

The map on the left displays the existing employment density and locations of Williamson County residents, according to data obtained from the United States Census Bureau. Areas with highest density of jobs include the Williams Drive corridor, Southwestern University area, Downtown, south of SH-29, Westinghouse Road, and Wolf Ranch.

Also displayed is the map of the 2045 Projected Employment by Transportation Analysis Zone sourced from City of Georgetown data. Georgetown can expect continued employment growth through 2045. It is important to account for areas of future employment and growth when planning transit services. Areas with the greatest concentrations of future employment are Downtown Georgetown, the Williams Drive Corridor north of I-35, Seton Medical Center, and along the I-35 corridor south of Georgetown which includes St. David's Georgetown which extends

Existing Services in Georgetown

GoGeo Limited Paratransit & Senior Service



Source: City of Georgetown and CapMetro, 2023

CARTS Service – 1511 Red Route



Source: CapMetro, 2023

Georgetown is currently served by two public transit options. These include the GoGeo Limited Paratransit & Senior Service and the CARTS Service – 1511 Red Route.

- GoGeo currently provides a limited paratransit and senior transit service which is operated within Georgetown by CARTS. CARTS operates through a contract with CapMetro. The service provides eligible customers curbside service and is available to people with disabilities and seniors aged 65 and older living within the Georgetown city limits.
- The CARTS 1511 Red Route is a component of the CARTS Interurban Coach network. The network is comprised of fixed-route regional intercity services that connect various cities in the CARTS service area to Austin. The CARTS 1511 Red Route connects Georgetown to Round Rock and Austin via I-35.

Existing Services Outside Georgetown

CapMetro 980 - North MoPac Express

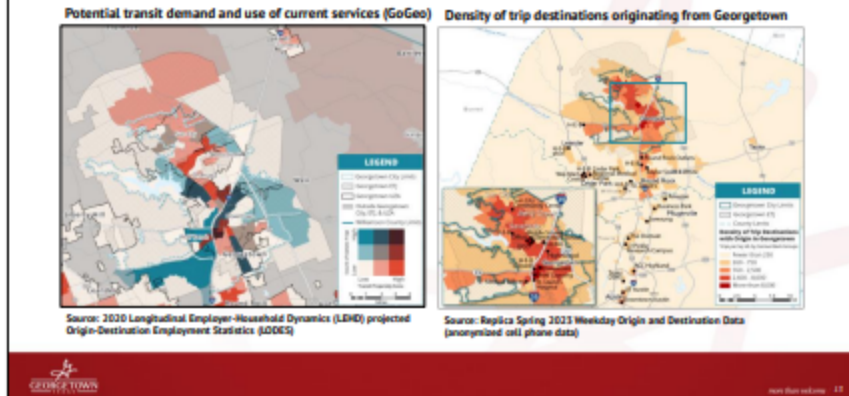
CapMetro Route 50/152 - Round Rock Tech Ridge



Other existing transit services outside of Georgetown include CapMetro Route 980 North Mopac Express, and CapMetro Routes 50/152 which interline to create the Round Rock Tech Ridge route.

- CapMetro's Route 980 North MoPac Express is a limited-stop express service that connects to the Round Rock Transit Center at its north terminus before heading south to Century Park, downtown Austin, and the University of Texas via the Texas State Highway Loop 1 toll lane.
- 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 (also known as 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.

Observed Travel Patterns



Existing travel patterns are crucial to the planning of future mobility options for the City. Transit services should connect residents to common origins and destinations of trips. These two maps display where there is potential for transit ridership, where current transit trips are concentrated, and where Georgetown residents are going across all modes of travel.

The map on the left displays the total GoGeo Limited Paratransit and Senior Service trips and areas that have the potential for high transit ridership. GoGeo is Georgetown's current transit service, however it is only available to seniors aged 65 and older and people with disabilities. When mapping potential transit demand together with GoGeo ridership, the areas with the highest potential transit demand and observed trips are clustered around the I-35 corridor and downtown Georgetown.

On the right, we see a map of average weekday trips originating in Georgetown, regardless of vehicle type, whether it be car, bike, transit, or pedestrian. This map is created using anonymized cell phone data and is one of the most accurate ways to observe travel patterns. As you can see, most trips that begin in Georgetown end within the city limits with select areas having a high concentration of destinations, like Downtown Austin, and commercial centers in Round Rock and Cedar Park. The area around Williams Dr. and Lakeway Drive stands out because of the concentration of

schools, offices, and commercial development between Williams Drive and Northwest Boulevard.

Outreach Opportunities



Public Surveys



Virtual Open Houses



Pop Up Events

Community input is an important part of the development of this plan. Over two public involvement phases, there will be several touchpoints for the public to share feedback and influence the future of transit in Georgetown. The first public involvement phase, which includes this virtual open house, will gather information on goals, existing conditions, transit preferences, and mobility priorities and needs from residents. The second phase will seek input on TDP recommendations. Throughout both phases, the outreach team will share information on in-person pop-up events and public input surveys. After this video, please leave your comments and feedback to make your voice heard!

Anticipated Timeline



The TDP will be finalized following the process displayed on the timeline. Data on relevant plans, demographics, socioeconomic, existing transit operations, and travel patterns were collected and processed to better understand the current state of transit in the Georgetown area prior to this virtual open house.

The TDP team is currently working to collect all additional input from the community through this virtual open house and other public engagement opportunities. Following this meeting, the project team will develop a set of transit service recommendations to be presented at the second virtual open house. Following the second virtual open house and based on public feedback and staff review, preferred alternatives will be developed and the TDP team will create a phased implementation plan. The updated plan will be finalized and submitted for City Council consideration in Spring of 2024.

Share Your Comments



We welcome your comments!

To be included in the meeting summary
all comments must be submitted by:

Friday, December 15, 2023

All comments can be shared through the
website link or by email.



GeorgetownTDP.com

Questions?
Contact: arivas@cdandp.com



more than welcome 18

The City of Georgetown and CapMetro value the public's opinion on the community's transit needs and request feedback in response to this virtual open house. Your feedback will help to guide the development of recommendations and will be reviewed along with technical analysis and other considerations when refining and finalizing the TDP.

All comments are welcome throughout the development of the plan and must be submitted by December 15th to be included in the meeting summary.

Thank you for taking the time to participate in this virtual open house. If you have additional questions or would like to learn more, please reach out to the TDP team at any time during the development of the TDP by visiting the project website or emailing arivas@cdandp.com.



Pop-Up Event Materials

Purpose of the TDP

The purpose of updating the City of Georgetown's TDP is to identify the current and future transit needs of the community and determine what enhancements can be made to improve overall mobility in the rapidly growing community

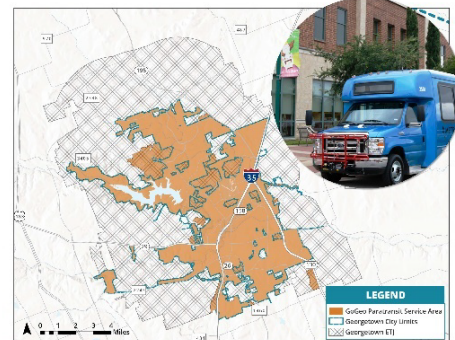
- ✓ Participate in CapMetro's Regional Service Expansion Program
- ✓ Identify gaps in existing local and regional transit service
- ✓ Provide recommendations to enhance transit opportunities



more than welcome

Existing Transit Services in Georgetown

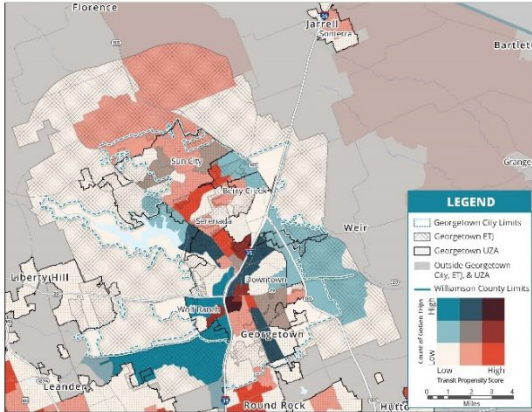
- GoGeo Limited Paratransit & Senior Service
 - A curb-to-curb service that is available to qualified people with disabilities and seniors aged 65 and older living within the Georgetown service area
- CARTS Service – 1511 Red Route
 - A component of the CARTS Interurban Coach network. Connects Georgetown and Round Rock to Austin via I-35.



more than welcome

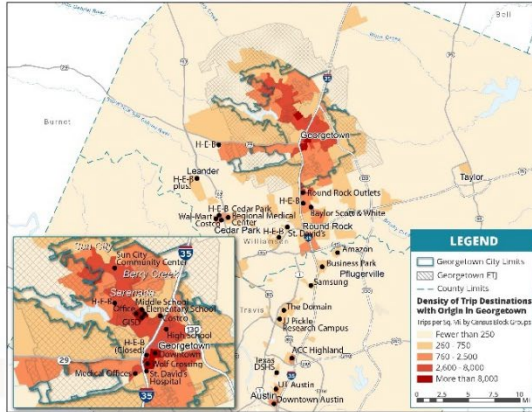
Observed Travel Patterns

Potential transit demand and use of current services (GoGeo)



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

Density of trip destinations originating from Georgetown



Source: Replica Spring 2023 Weekday Origin and Destination Data (anonymized cell phone data)




Anticipated Timeline

Steering/Residents Advisory Committee Meetings and Community Engagement



What Is Most Important About Transit In Georgetown?

Local connectivity to existing and future regional transit	Sidewalk and alternative transportation infrastructure planning efficiencies and ensure collaboration	Transit services are considerate of community needs (hours of operation, cost, frequency, convenience, and destinations)
Enhance mobility options across I-35 from Williams Drive corridor to Downtown	Support Georgetown's senior population and ensure all residents have access to vital services (grocery stores, medical appointments, etc.)	Partner with senior living communities, healthcare providers, universities, and colleges to expand local transit support



● High Priority
● Medium Priority
● Low Priority

more than welcome

Promotional Materials

VOH #1 Promotional Flyer

City of Georgetown Transit Development Plan

The City of Georgetown is working with CapMetro to update its current Transit Development Plan (TDP). Through this process, the City will work to identify gaps in existing local and regional transit services and recommend potential opportunities to improve mobility and increase access essential services and resources in areas that currently fall outside of the CapMetro service area.

Virtual Open House
Dec. 4 – Dec. 15, 2023



Please visit the project webpage at georgetowntdp.com to view the virtual open house video, materials, and comment opportunities. Comments must be submitted by **Dec. 15** to be included in the meeting summary. Comments may be submitted through the website or by email.

Anticipated Timeline



Contact

Email: arivas@cdandp.com

Website: GeorgetownTDP.com



Facebook Posts via City of Georgetown Facebook Account

 City of Georgetown, Texas - Government 
December 4, 2023 · 

👉 Hey, #GeorgetownTX! We need your help. The City is working with [CapMetro](#) to identify gaps in existing 🚗 transit services.

Check out our virtual open house Dec. 4-15 and help identify ways to increase access to services and resources in Georgetown.

Learn more about the Transit Development Plan and share your 💬 comments to help shape the future of transit in Georgetown 🙌
georgetowntdp.com

**City of Georgetown
Transit Development Plan**

 **Virtual Open House**

Monday, Dec. 4 to Friday, Dec. 15, 2023

Participants can view open house materials and comment through the project webpage

 georgetowntdp.com


CapMetro

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 Like  Comment

 City of Georgetown, Texas - Government 
December 11, 2023 · 

👉 Remember to check out our virtual open house through Dec. 15 and share your thoughts on 🚗 transit services in #GeorgetownTX.

Learn more about the Transit Development Plan and share your 💬 comments to help shape the future of transit in Georgetown 🙌
georgetowntdp.com

**City of Georgetown
Transit Development Plan**

 **Virtual Open House**

Monday, Dec. 4 to Friday, Dec. 15, 2023

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 georgetowntdp.com


CapMetro

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 Like  Comment

 **City of Georgetown, Texas - Government** 
December 15, 2023 at 10:01 AM · 

👉 Today is the last day to participate in the City of Georgetown Transit Development Plan virtual open house hosted by the City and [CapMetro](#).

The goal of an updated plan is to recommend potential 🚌 transit opportunities. Learn about the plan and share your 💬 comments at 👉 georgetowntdp.com

**City of Georgetown
Transit Development Plan**

 **Virtual Open House**

Monday, Dec. 4 to Friday, Dec. 15, 2023

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 georgetowntdp.com


CapMetro

 2  1

 Like  Comment

X (formerly known as Twitter) Posts via City of Georgetown X Account

 **City of Georgetown** @georgetowntx · Dec 4, 2023

The City is working with @CapMetroATX to identify gaps in existing 🚗 transit services.

Check out our virtual open house Dec. 4-15 to help shape the future of transit in #GeorgetownTX.

Learn about the Transit Development Plan and share your 💬 comments
[👉 georgetowntdp.com](https://georgetowntdp.com)

City of Georgetown Transit Development Plan

 **Virtual Open House**

Monday, Dec. 4 to Friday, Dec. 15, 2023

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 georgetowntdp.com



GEORGETOWN
more than welcome



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 **City of Georgetown** @georgetowntx · Dec 11, 2023

🗨️ Don't miss your chance to share your thoughts on 🚗 transit services in #GeorgetownTX through Dec. 15.

Share your 💬 comments to help shape the future of transit in Georgetown and learn about the Transit Development Plan [👉 georgetowntdp.com](https://georgetowntdp.com)

City of Georgetown Transit Development Plan

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Monday, Dec. 4 to Friday, Dec. 15, 2023

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 georgetowntdp.com



GEORGETOWN
more than welcome



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 **City of Georgetown** @georgetowntx · Dec 15, 2023

🗨️ Today is the last day of the City of Georgetown Transit Development Plan virtual open house hosted by the City and @CapMetroATX.

The goal of the plan is to recommend potential 🚗 transit opportunities. Learn more and share your 💬 comments at 🖱️ georgetowntdp.com

City of Georgetown Transit Development Plan

 **Virtual Open House**

Monday, Dec. 4 to Friday, Dec. 15, 2023

Participants can view open house materials and comment through the project webpage

 georgetowntdp.com


CapMetro



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 **City of Georgetown** @georgetowntx · Dec 19, 2023

🗨️ Hey #GeorgetownTX! Don't miss your chance to provide your feedback on the 🚗 Transit Development Plan.

🏠🖥️ Our virtual open house has been extended through Friday, Dec 22.

Learn about the plan and provide feedback here 🖱️ georgetowntdp.com

UPDATE: The City of Georgetown TDP virtual open house has been extended through **Friday, Dec 22.** Learn about the plan and participate today!

 georgetowntdp.com

 **Virtual Open House**

Monday, Dec. 4 to Friday, Dec. 22, 2023


CapMetro


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City of Georgetown E-Newsletter Blurb

City of Georgetown Transit Development Plan



Virtual Open House

Monday, Dec. 4 to Friday, Dec. 15, 2023

Participants can view open house materials and comment through the project webpage

georgetowntdp.com

GEORGETOWN TEXAS
more than welcome

CapMetro

Closing Friday: Transit Development Plan virtual open house

👋 Hey, Georgetown! We need your help. The City is working with CapMetro to identify gaps in existing 🗨️ transit services.

Check out our virtual open house through Dec. 15 and help identify ways to increase access to services and resources in Georgetown. [Learn more about the Transit Development Plan and share your 🗨️ comments to help shape the future of transit in Georgetown.](#)

[Find out more...](#)

City of Georgetown Website Blurb

[City of Georgetown Texas](#) > [Georgetown Transit](#) > Transit Development Plan

Transit Development Plan

The City of Georgetown and the Capital Metropolitan Transportation Authority (CapMetro) are working to update Georgetown's existing Transit Development Plan, which was adopted in 2016, to evaluate and address increased mobility needs for the rapidly growing community.

The updated plan will allow the City to participate in CapMetro's Regional Service Expansion Program and provide context sensitive transit project recommendations for the City of Georgetown's consideration. The plan will identify gaps in existing local and regional transit services and recommend opportunities to improve mobility and increase access to economic opportunities, healthcare, and other essential services and resources in areas that currently fall outside of the CapMetro service area.

Residents are invited to learn more about the project and provide additional comments through a virtual open house on the project website. The virtual open house will be available from Dec. 4-22, 2023.

Phase 2

Virtual Open House #2



Hello and welcome to the second virtual open house for the Georgetown Transit Development Plan, also called a TDP. The City of Georgetown is hosting this second virtual open house in collaboration with CapMetro to present proposed transit recommendations and gather public feedback to inform final recommendations.

Virtual Open House & Comment Period

Share Your Feedback!

Visit **georgetowndp.com** or email **aderososa@cdandp.com** to provide feedback.

Comment Period

Tuesday, February 27 – Thursday, March 7, 2024



more than welcome 2

This open house is being held virtually to provide an opportunity for the public to learn about the proposed transit recommendations and share feedback at their convenience. This pre-recorded presentation will be available from Tuesday, February 27 to Thursday, March 7, 2024, and all community members will have the opportunity to provide feedback on the project webpage.

All comments are welcome throughout the development of the plan but must be submitted by March 7 to be included in the meeting summary. Please reach out with any questions or to further discuss the plan by visiting georgetowndp.com or emailing aderososa@cdandp.com. Comments and/or questions may be submitted through the website or by email.

Purpose

The purpose of updating the City of Georgetown's TDP is to **identify the current and future transit needs of the community** and **determine what enhancements can be made to improve overall mobility** for the rapidly growing community

- **Maintain eligibility for federal funds by participating in CapMetro's Regional Service Expansion Program**
- **Identify gaps in existing local and regional transit service**
- **Provide recommendations to enhance transit opportunities**



more than welcome 4

In collaboration with CapMetro, the City of Georgetown is working to update its TDP to develop fiscally constrained transit recommendations that meet the current and future transit needs of the community. Proposed recommendations prioritize connecting people, jobs, and other key destinations through local and regional public transportation options.

The purpose of updating the TDP is to ensure that the plan's information remains relevant and effective in addressing the evolving transportation needs of the City of Georgetown. This plan will help the City decide what transit programs would best serve the community. An updated plan also qualifies the City for federal funds to help offset the cost of transit services.



The TDP effort began in Fall 2023 with an analysis of existing conditions in Georgetown. The existing conditions analysis provides an in-depth look at the City’s current transportation system, growth and development, and socioeconomic conditions. This analysis was completed during public involvement phase 1, which sought to gather feedback on the plan’s goals and objectives prior to the new year.

Both efforts guided the development of proposed transit recommendations, which are being presented here during the second phase of public involvement, to gather feedback and adjust prior to the final plan’s release in April.

Activities To Date

Activity	# Engaged
FlashVote Survey	678
Stakeholder Interviews	15
Virtual Open House 1	628
Pop-up Events	183
Social Media	504
E-Newsletter	982



more than welcome 7

The TDP team actively engaged the public and utilized their feedback to shape the development of the proposed transit recommendations. The first phase of public involvement included a public FlashVote survey, six stakeholder interviews, one virtual open house, and three pop-up events to promote the virtual open house and TDP. In total, over 1,500 people were engaged in these public involvement activities.

Through social and email efforts, over 1,400 people were engaged in the outreach process as well. This includes posts on City social platforms, City E-newsletters, and City website promotion.

What We Heard

Key Themes



Local connectivity to services and key destinations



Provide mobility options to the disabled, seniors and those without personal transportation



Increased marketing and information on existing services



Regional connectivity to Round Rock and Austin



morning edition 8

During the first phase of public involvement, a few key themes were heard from the public and stakeholders that participated in the public involvement activities. Key themes included:

- The need for local connectivity to services and key destinations such as medical facilities, fresh food options, schools, and places of employment in or around Georgetown.
- The need for convenient and reliable mobility options for seniors, persons with a disability, low-income households, and single- or zero-car households.
- The need for increased marketing and information on existing services as some residents are unaware of current public transit options such as GoGeo and CARTS.
- The need for regional connectivity to Round Rock and Austin; many participants noted that Round Rock is a major medical trip destination for those living in Georgetown.

Recommendations Development



Recommendations Development

The updated TDP is proposing transit recommendations for the City of Georgetown based on the information collected through data-driven analysis and public feedback. Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts. Proposed transit recommendations were separated into three groups:

- New Transit Recommendations, or newly proposed transit services.
- Transit-Supportive Recommendations, or recommendations related to increasing administrative services and/or coordination with other efforts to optimize Georgetown's mobility environment.
- Existing Service Enhancements, or recommendations to increase the quality of existing transit options.



Addressing Mobility Needs






- Phase 1 Findings
 - Existing Conditions
 - Stakeholder & Public Feedback
- Answer these questions:
 - Who needs enhanced mobility options?
 - What are their specific needs?
 - What transit services best address their needs?
 - Where do they need to go?




Proposed transit recommendations embody the TDP's goals and were based on findings from phase 1 public involvement efforts and the existing conditions analysis. Transit in Georgetown will not be a "one size fits all" solution due to the City's varying transportation needs, physical geography, and development patterns. Because of this, each transit recommendation is intended to answer the following questions:

- Who needs enhanced mobility options?
- What are their specific needs?
- What transit services best address their needs?
- Where do they need to go?

Rider Profiles

	 Working Age (17-65)	 Seniors (65+)	 Persons with a Disability	 Students (17-24)	 Youth (12-17)
Percent of Population*	55.4%	29.3%	26.7%**	8.6%	11.7%
Need	Reliability	Affordability/ Convenience	Accessibility/ Affordability	Flexibility/ Affordability	Reliability
Primary Destinations	Job centers	Social and medical centers	Social, medical, and job centers	Entertainment, recreation, and job centers	Home, school, and extracurriculars
Available Alternatives	Personal car/ridehailing/ biking/walking/ CARTS	Personal car/family member/non- profits/GoGeo	Personal car/family member/ assisted-living services/GoGeo	Personal car/ridehailing/ biking/walking/ CARTS	Family member/carpool/ biking/walking/ school bus







 *Percent of population represent estimates based on the Georgetown service area and 2020 Census data
 **Represents percent of households with 1 + persons with a disability

To answer the first two questions (who needs transit and what are their specific needs), the project team developed rider profiles based on Census data, public involvement, and existing conditions research. Five rider profiles were created to identify specific communities that would best benefit from enhanced mobility options, and determine each rider profile’s specific transit needs, primary destinations, and current mobility options. These profiles provide a general representation of Georgetown’s demographics and transportation priorities; however, individual needs may differ. Rider profiles included:

- Working Age (17 – 65),
- Seniors (65+),
- Persons with a Disability,
- Students (17 – 24), and
- Youth (12 – 17).

Please note the percent of population represents estimates based on the Georgetown service area and 2020 Census data. Also, the Persons with a Disability percent of population represents percent of households with 1 + persons with a disability. This exercise allowed the project team to select a group of transit options most likely to meet the rider profile’s needs.

Transit Options

	 On-Demand Zone	 Limited Paratransit & Senior Service*	 Local Fixed-Route Bus	 Express Route*	 Ridehailing Program
What	Curb to curb service within a designated zone, reserved through an app or by phone	Curb to curb service within a designated zone, booked in advance	Service operating on a predetermined route/schedule serving identified stops; accompanying ADA paratransit required	Commuter service that serves limited destinations	Limited monthly vouchers to reduce cost of ridehailing (e.g., Lyft pilot program) trips
Why	Provides convenient and flexible transportation	Provides scheduled transportation to qualified users	Provides predictable service operating on a schedule	Provides limited stop, peak hour transportation	Provides reduced rate ride at any time of the day
Who	All focus populations	Seniors/persons with a disability	All focus populations	Primarily working age/seniors	All focus populations except youth
Vehicle/Mode	23 ft ADA cutaway	23 ft ADA cutaway	35-40 ft ADA bus	35-40 ft ADA bus/45 ft ADA coach bus	Private car/wheelchair accessible vehicle (WAV)

**Existing transit services in Georgetown*

more than welcome 22

Five transit options were identified through the rider profiles exercise. Each of these transit options will undergo further analysis before plan finalization. These transit options include:

- On-Demand Service,
- Limited Paratransit and Senior Service currently provided by GoGeo,
- Local Fixed-Route Bus,
- Express Service currently provided by CARTS' 1511 Red Route, and
- Ridehailing vouchers.

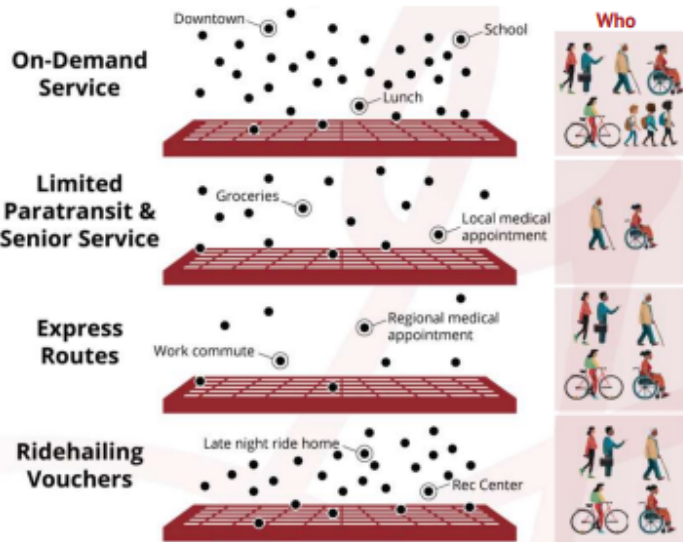
An asterisk represents transit options that are existing services in Georgetown today. The table displayed on this slide provides the following information for each option:

- What the transit option is.
- Why the transit option was selected.
- Which rider profiles are served by the transit option.
- What type of vehicle the transit option uses.

How riders might use the transit system

- Different riders have different demands
- Blended service types maximize mobility

Graphic depicts common travel needs and does not indicate total trips by mode, rather how the combined mobility options cover most travel needs.



more than welcome 23

Different riders have different needs, and because of this, it is important to provide a combination of transit options. This TDP recommends four services: on-demand service, limited paratransit and senior service, express service, and ridehailing vouchers. The graphic on the right demonstrates that these blended service types will work together to maximize mobility. In the graphic, each transit option is shown on the left. The dots in the middle of the graphic represent individual trips for each service. On the right, rider profiles served by each transit option are displayed. When combined, these transit options serve all trip types and rider profiles.

Introduce On-Demand Service

Need: Timely, reliable, and affordable connections between jobs, retail, and high-density housing



What?

- App/call center-based, on-demand service with same day/15-minute pick up target



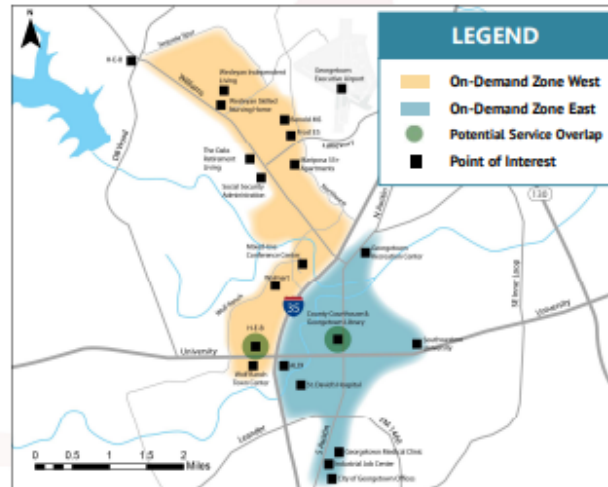
Why?

- Data-based decision making and design
- Provide timely, flexible, technology-based service connecting key destinations



Who?

- All rider profiles



Proposed On-Demand Zones



NOTE: Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts.

more than welcome 25

The project team recommends the introduction of on-demand service through two on-demand zones to provide timely, flexible, and affordable connections between jobs, retail, housing, and other key destinations. The two on-demand zones are similar in access to retail, medical, senior living, and high-density residential areas. This service would be reserved through an app and/or call center. On-demand service would offer pickup within 15-minutes of reserving a ride and be available to all rider profiles in Georgetown.

To ensure timely pickup, proposed on-demand zones were designed to be roughly five to six square miles in size, bound by I-35, and use key destinations such as grocery stores and employment centers, as well as major roadway infrastructure as boundaries. The intent is that while most trips stay within the proposed zones, exceptions would be made to overlap service to provide accessibility to major trip destinations across I-35 such as the University Avenue HEB and downtown Georgetown.

Increase Marketing & Coordination

Need: Some residents are unaware of existing GoGeo and CARTS services



What?

- Create Transit Advisory Committee and conduct marketing/educational campaigns



Why?

- Increase visibility/understanding to increase ridership



Who?

- City staff, partner agencies, and other stakeholders



NOTE: Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts.

more than welcome 27

Some residents and agencies are unaware of existing GoGeo and CARTS services within Georgetown. Because of this, the project team recommends the City increase marketing and coordination efforts with partner agencies, and other stakeholders to increase the community's knowledge and understanding of available services.

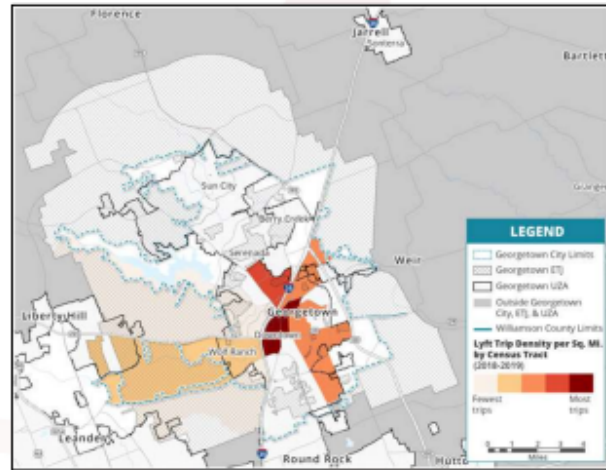
Marketing and coordination efforts by small urban and rural transit providers across the United States have resulted in a measurable increase in ridership. Methods used by transit agencies include:

- Strong marketing approaches including press releases, postering, online videos, newsletter articles, local media stories, paid advertising, and social media posts.
- Collaboration and partnership with regional agencies.
- Transit "training sessions" with the public to increase understanding and confidence in using public transit.
- Adding convenient and flexible online chat features to schedule rides, learn more about schedules and service levels, and receive any other relevant information.

Ridehailing Program Integration

Need: Timely, curb to curb service available 24 hours, seven days a week

- What?**
 - Integrate ridehailing voucher program with transit recommendations
- Why?**
 - Ridehailing can address remaining transit gaps
- Who?**
 - All rider profiles except youth



Ridehailing Trip Densities, 2018 to 2019



NOTE: Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts.

more than welcome 28

A ridehailing program, designed as a public-private partnership, could incorporate mobility options at times or locations where public transit is unavailable. The ridehailing program could incorporate a voucher system subsidized by the City. Through this program, users could be given a fixed number of vouchers per month that would cover a portion of the fare. For example, if a user's ride costs \$15, the voucher could cover \$10, and the user would pay \$5 out of pocket. Wheelchair accessible vehicles (WAVs) can be available through this public-private partnership. Rides can be scheduled through a mobile app or through a call center. Further, the City would provide a fixed amount of ridehailing voucher funding per fiscal year, and once this amount is reached, all users would have to pay full price for ridehailing trips. This recommendation would serve all rider profiles except youth, as some ridehailing companies do not allow persons younger than 16 to ride alone.

The City provided a ridehailing voucher program pilot from 2018 to 2019 in partnership with Lyft. Over this period, the program provided roughly 5,000 trips. The map on the right displays the City's most popular origins and destinations during this time.

Improve GoGeo Limited Paratransit & Senior Service

Need: Reliable, affordable, and accessible transportation options for persons with a disability/seniors



What?

- Increase reservation options, maximize capacity through same day service, evaluate target riders



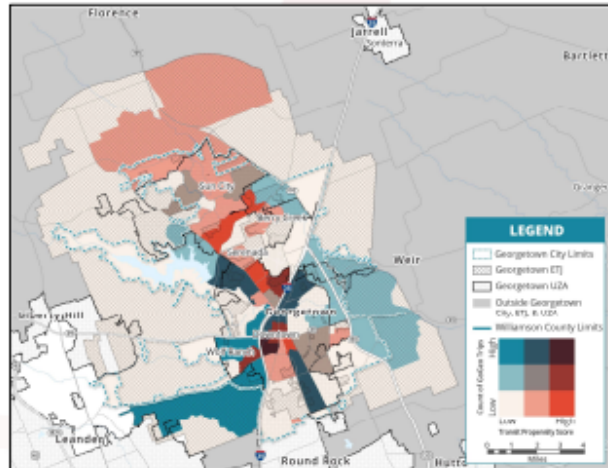
Why?

- Maintain access to critical services for vulnerable populations



Who?

- Persons with disabilities and seniors (65 years and older)



Existing GoGeo Trips/Potential Demand



NOTE: Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts.

more than welcome 20

Stakeholder and public involvement efforts highlighted the importance of the existing GoGeo service for senior populations and persons with a disability. This unique service provides reliable, affordable, and accessible transportation for these rider profiles and will be critical to the success of Georgetown's transportation future. Because of this, the project team recommends GoGeo enhancements to increase the service's convenience and reliability by enhancing reservation options and maximizing capacity through the implementation of same day service and evaluating target riders to ensure timely pickups.

CARTS 1511 Red Route Coordination

Need: The City needs convenient regional transit connections



What?

- Coordinate with CARTS on 1511 Red Route service enhancements



Why?

- Enhanced regional option connecting residents to job centers and services not provided by other existing mobility options; cost neutral for City



Who?

- All rider profiles; primarily working age and seniors



CARTS TDP Proposed Jarrell Extension

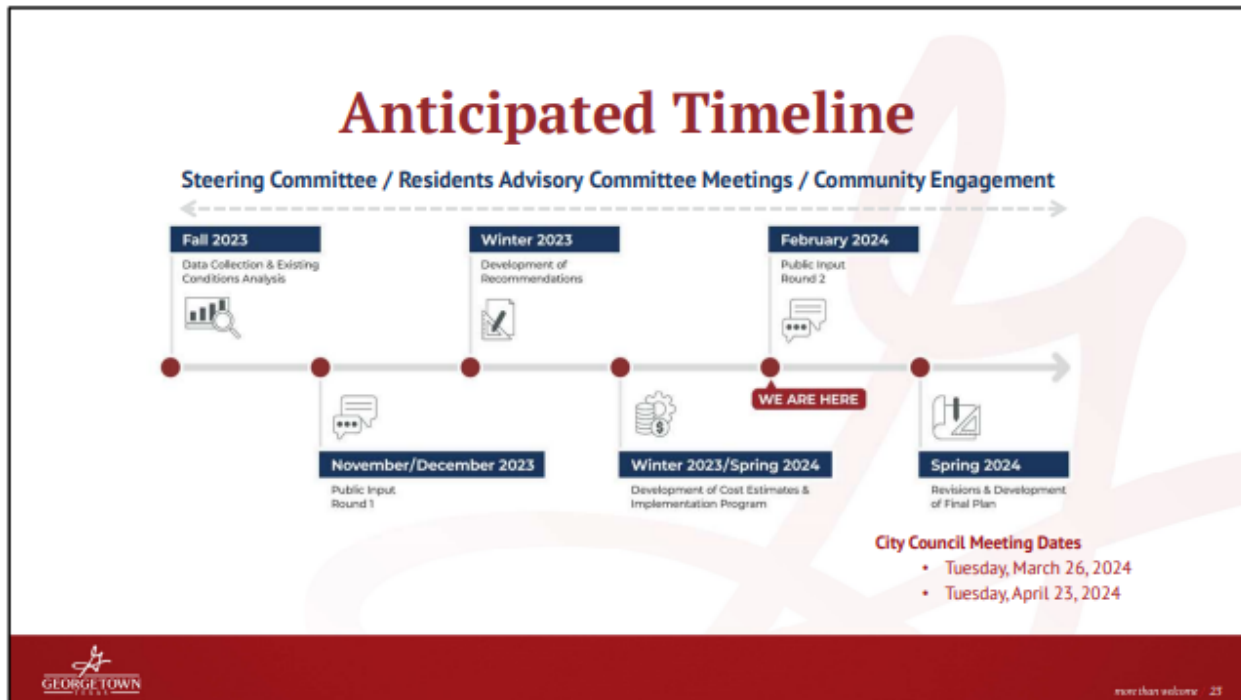


NOTE: Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts.

more than welcome 22

Public involvement participants emphasized the need for convenient regional connections between Georgetown and other urban areas such as Round Rock and Austin. These regional destinations contain medical facilities and employment centers that are critical to Georgetown resident's quality of life. Due to several services existing along the I-35 corridor and recommendations from CARTS' recently updated Transportation Development Plan, the project team recommends the City coordinates with CARTS to prepare for and market proposed 1511 Red Route enhancements. The 1511 Red Route currently provides limited trips from Georgetown to Round Rock and Austin five days a week, with its earliest southbound departure occurring at 8:00 a.m. and its latest northbound departure occurring at 3:15 p.m.

The map on the right displays proposed recommendations for the CARTS 1511 Red Route, which would include a once-a-week extension to Jarrell, as well as increased hours of operation to better align with commuting travel times. These enhancements would align with needs voiced throughout the TDP's public involvement activities by enhancing regional connectivity to job centers and medical facilities that fall outside of the other transit recommendation's service areas. This recommendation would be available to all rider profiles, with a primary focus on senior and working age populations.



The project team is currently working to collect additional input from the community through this meeting and other public engagement opportunities. Following this meeting, transit recommendations will be finalized, and cost estimates and a phased implementation plan will be created. Any final enhancements and/or additions to transit recommendations will be dependent on public feedback, interagency coordination, and future service planning efforts. The updated plan will be finalized and submitted for City Council consideration by Spring 2024. The team will present the draft and final TDP update to City Council on March 26th and April 23rd, respectively.

Share Your Comments



We welcome your comments!

To be included in the meeting summary all comments must be submitted by:
Thursday, March 7, 2024.

All comments can be shared through the website link or by email.



GeorgetownTDP.com

Questions?

Visit georgetowntdp.com or email
aderosa@cdandp.com



more than welcome 24

The City of Georgetown and CapMetro value the public's opinion and request feedback in response to the information presented. Your input will be considered along with other technical considerations as the transit recommendations are refined and finalized.

Comments must be received no later than Thursday, March 7 to have your feedback included in the official open house report.

Thank you for taking the time to participate in this second virtual open house. If you have additional questions or would like to learn more, please reach out to the TDP team at any time by emailing aderosa@cdandp.com.

Thank you and we look forward to your feedback.



Pop-Up Materials

Purpose

The purpose of updating the City of Georgetown's TDP is to **identify the current and future transit needs of the community** and **determine what enhancements can be made to improve overall mobility** for the rapidly growing community.

- **Identify gaps in existing local and regional transit service**
- **Provide recommendations to enhance transit opportunities**
- **Maintain eligibility for federal funds by participating in CapMetro's Regional Service Expansion Program**



New Transit Recommendations & Existing Service Enhancements

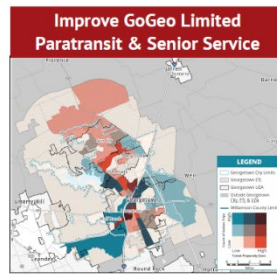


Proposed On-Demand Zones

Need: Timely, reliable, and affordable connections between jobs, retail, and high-density housing.

Why?: Data-based decision making and design. Provide timely, flexible, technology-based service connecting key destinations

Who?: All rider profiles

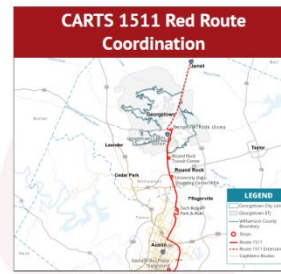


Existing GoGeo Trips/Potential Demand

Need: Reliable, affordable, & accessible transportation options for persons with a disability/seniors.

Why?: Maintain access to critical services for vulnerable populations.

Who?: Persons with disabilities and seniors (65 years and older)



CARTS Proposed Regional Corridors

Need: The City needs convenient regional transit connections.

Why?: Enhanced regional option connecting residents to job centers and services not provided by other existing mobility options; cost neutral for City.

Who?: All rider profiles; primarily working age and seniors



NOTE: Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts.

more than welcome

Transit-Supportive Recommendations

Increase Marketing & Coordination

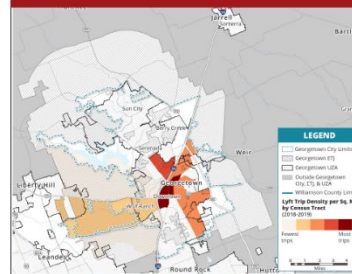


Need: Some residents are unaware of existing GoGeo and CARTS services.

Why?: Increase visibility/understanding to increase ridership.

Who?: City staff, partner agencies, and other stakeholders.

Ridehailing Program Integration



Ridehailing Trip Densities, 2018 to 2019

Need: Timely, curb to curb service available 24 hours, seven days a week.

Why?: Ridehailing can address remaining transit gaps.

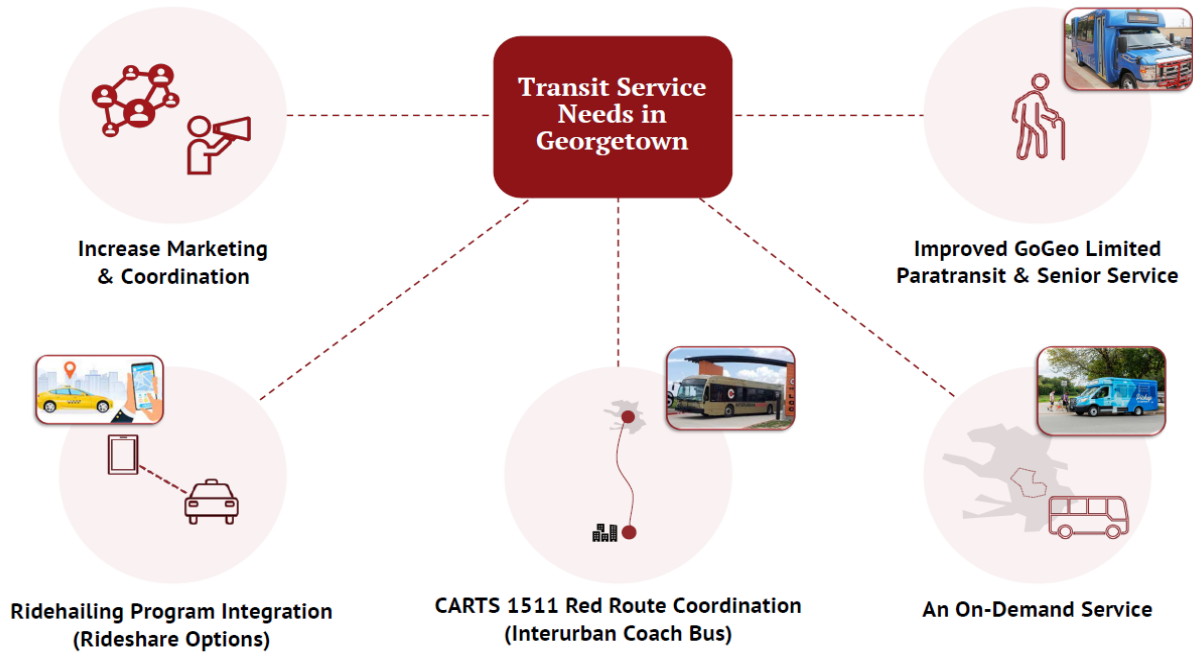
Who?: All rider profiles except youth



NOTE: Any final enhancements and/or new services in the area will be dependent on public feedback, interagency coordination, and future service planning efforts.

more than welcome

► Place a sticker to indicate which types of services would best meet your transit needs



Promotional Materials

VOH# 2 Promotional Flyer

City of Georgetown Transit Development Plan

The City of Georgetown and CapMetro are hosting the second Virtual Open House to report on Transit Development Plan (TDP) progress. Since the first open house, the City has analyzed stakeholder and public feedback and considered the plan's goals, objectives, and existing conditions findings to develop transit recommendations.

The purpose of this open house is to share the proposed recommendations and gather feedback from the community.

Virtual Open House
Feb. 27 - Mar. 7, 2024



Please visit the project webpage at GeorgetownTDP.com to view the virtual open house materials and comment opportunity. Comments must be submitted by **March 7** to be included in the meeting summary. Comments may be submitted through the website or by email.

Anticipated Timeline

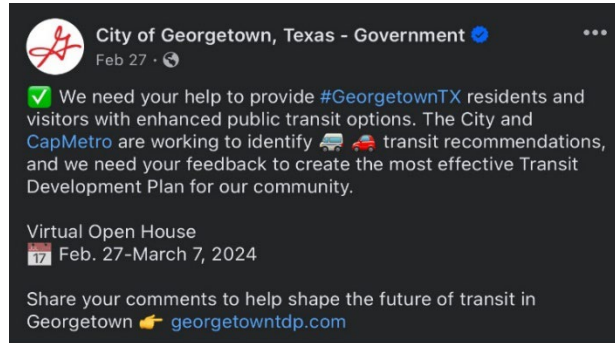


Contact

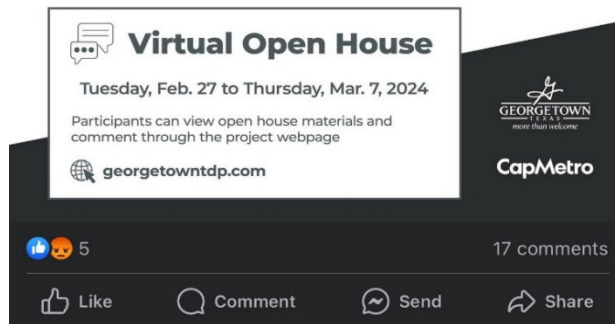
Email: aderosa@cdandp.com
Website: GeorgetownTDP.com



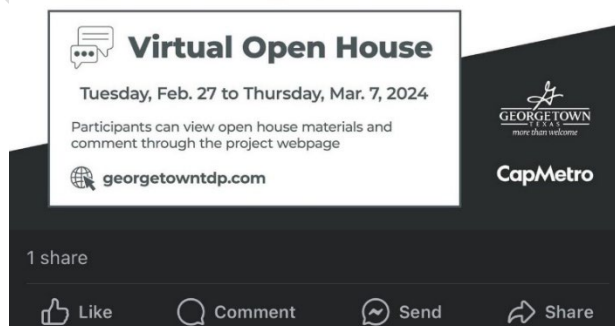
Facebook Posts via City of Georgetown Facebook Account

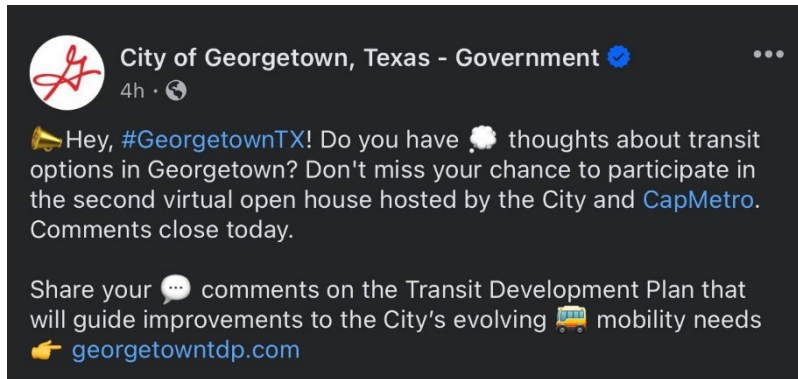


City of Georgetown Transit Development Plan



City of Georgetown Transit Development Plan





City of Georgetown Transit Development Plan

Virtual Open House

Tuesday, Feb. 27 to Thursday, Mar. 7, 2024

Participants can view open house materials and comment through the project webpage

georgetowntdp.com

GEORGETOWN TEXAS
more than welcome

CapMetro

Like Comment Send Share

X (formerly known as Twitter) Posts via City of Georgetown X Account





DRAFT



City of Georgetown Transit Development Plan

Virtual Open House

Tuesday, Feb. 27 to Thursday, Mar. 7, 2024

Participants can view open house materials and comment through the project webpage

georgetowntdp.com

GEORGETOWN TEXAS
more than welcome

CapMetro

A graphic for a virtual open house. It features a white box with a speech bubble icon and the text 'Virtual Open House' in bold. Below this, it lists the dates 'Tuesday, Feb. 27 to Thursday, Mar. 7, 2024' and states 'Participants can view open house materials and comment through the project webpage'. At the bottom left of the box is a globe icon and the website 'georgetowntdp.com'. To the right of the box is a dark grey area containing the 'Georgetown Texas' logo (with the tagline 'more than welcome') and the 'CapMetro' logo.

Online comments close today, March 7, for Transit Development Plan open house

Do you have thoughts about transit options in Georgetown? Don't miss your chance to participate in the second virtual open house hosted by the City and CapMetro. Comments close today, March 7.

[Find out more...](#)



Appendix B - Review of Relevant Plans

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:

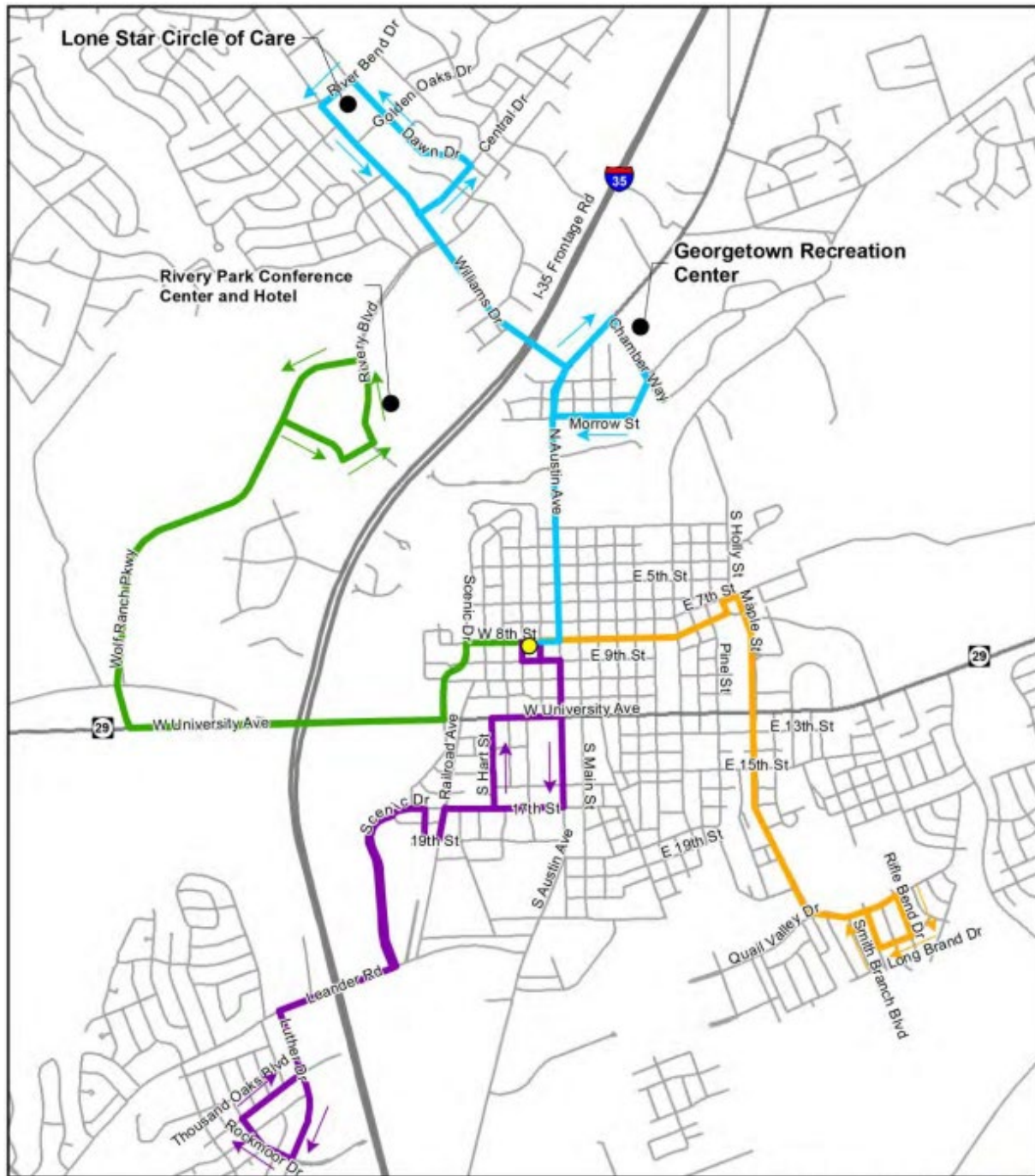
- Provide a safe, reliable, efficient, and accessible transportation option for residents and visitors of Georgetown.
- Adequately address the mobility needs of Georgetown residents.
- Maximize resource utilization and operational efficiency with respect to system administration and operations.
- Develop 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. 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.

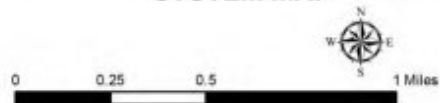
Recommended Fixed-Route Transit System, 2016 Georgetown TDP



Legend

- Route 1: Eastside/Southwestern University
- Route 2: Wolf Ranch Pkwy
- Route 3: Hospital/Leander Rd
- Route 4: Austin Ave/Williams
- Potential Transfer Station

GEORGETOWN TDP **URS**
SYSTEM MAP



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."

The following figure displays the 2030 Plan's updated goals that were created to remain consistent with the community's current vision.

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:

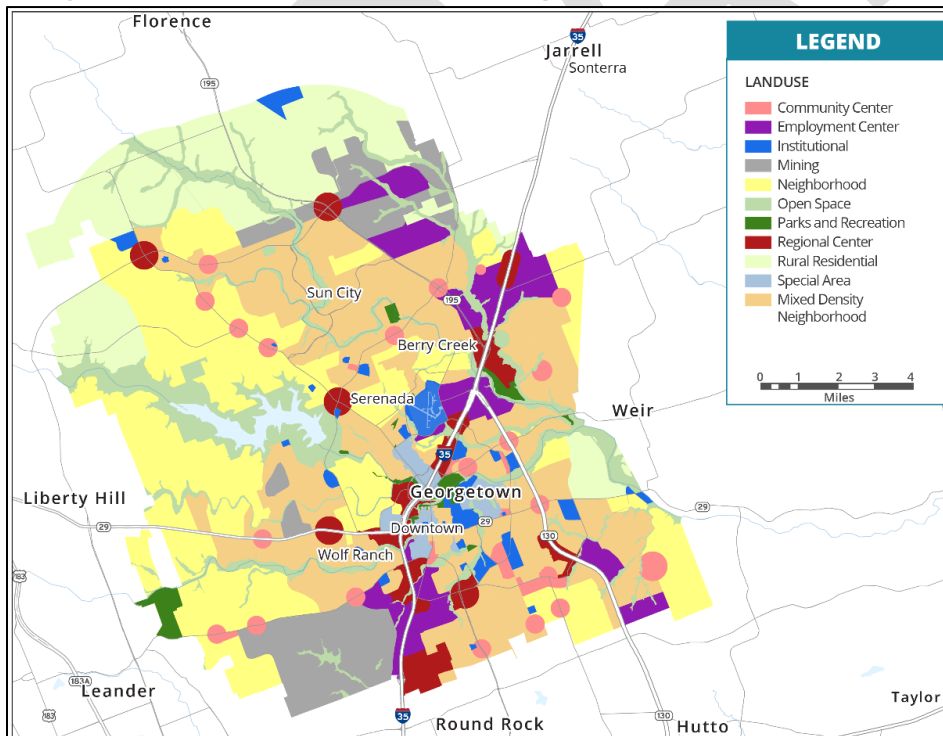
- South and North Austin Avenue
- Downtown and Neighborhoods in Transition Areas
- Williams Drive
- Southeast Georgetown

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.

The figure below 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.

Georgetown 2030 Plan Future Land Use Map



Source: City of Georgetown, 2023

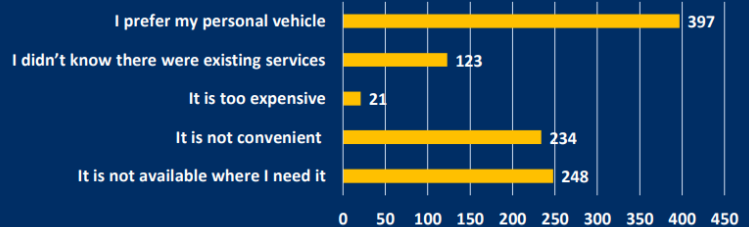
City of Georgetown Future Mobility Plan - 2023

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.

Why don't you use any of the existing transit services?



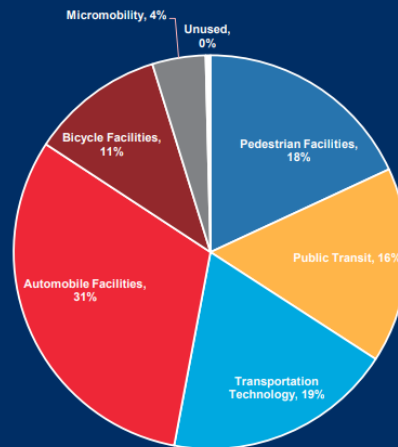
1,023 Total Responses

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.

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

Combined Results Breakdown



- ▶ Automobile Facilities was prioritized the highest, followed by Transportation Technology and Pedestrian Facilities
- ▶ Of the total responses, 82% came from online participants and 18% came from in-person participants

Source: City of Georgetown, 2023

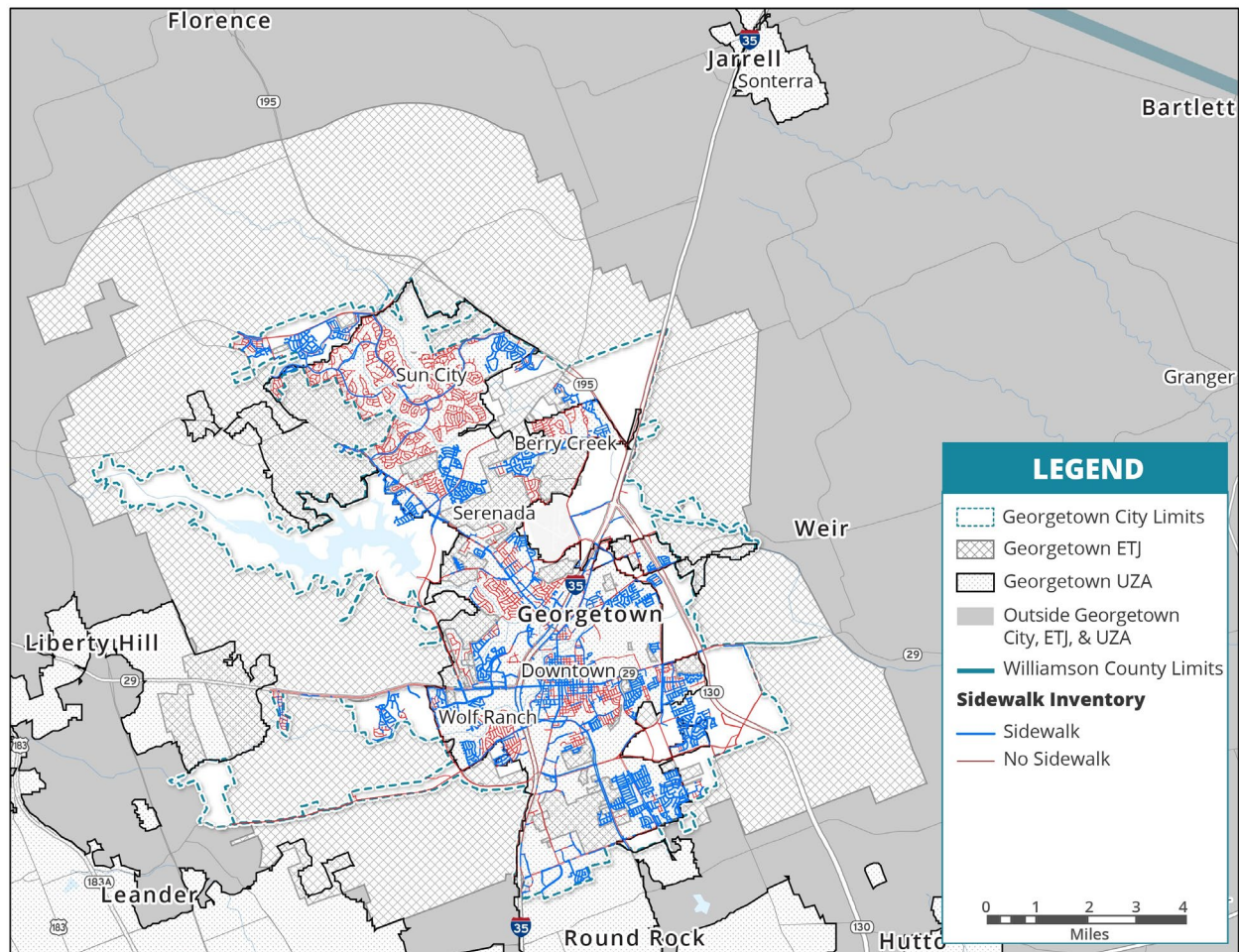
Findings from the final FMP will be incorporated into the TDP document and help inform final recommendations.

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.

City of Georgetown Sidewalk Coverage, 2023



Source: City of Georgetown 2023

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. 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.

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:

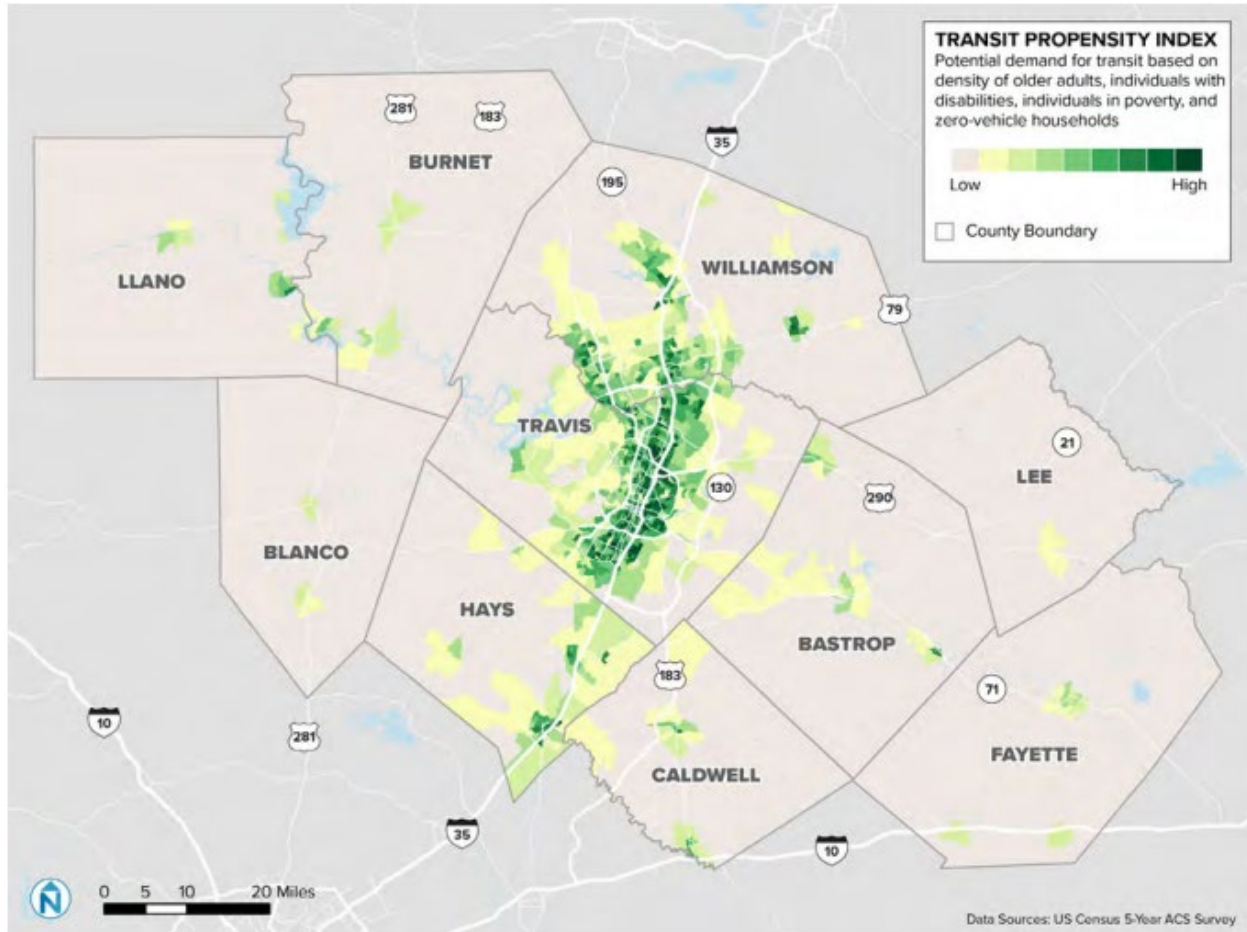
- Consider service expansion planning agreements (e.g., Regional Service Expansion Program) with agencies like CapMetro as strategic regional mobility implementation moves forward.
- Improve communication with stakeholders by updating communities annually on the progress of the coordinated plan for the 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) population densities in the region, with roughly 12% of the County's total population classified as youth.
- The City of Georgetown displays high transit propensity scores, indicating high potential transit demand.

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

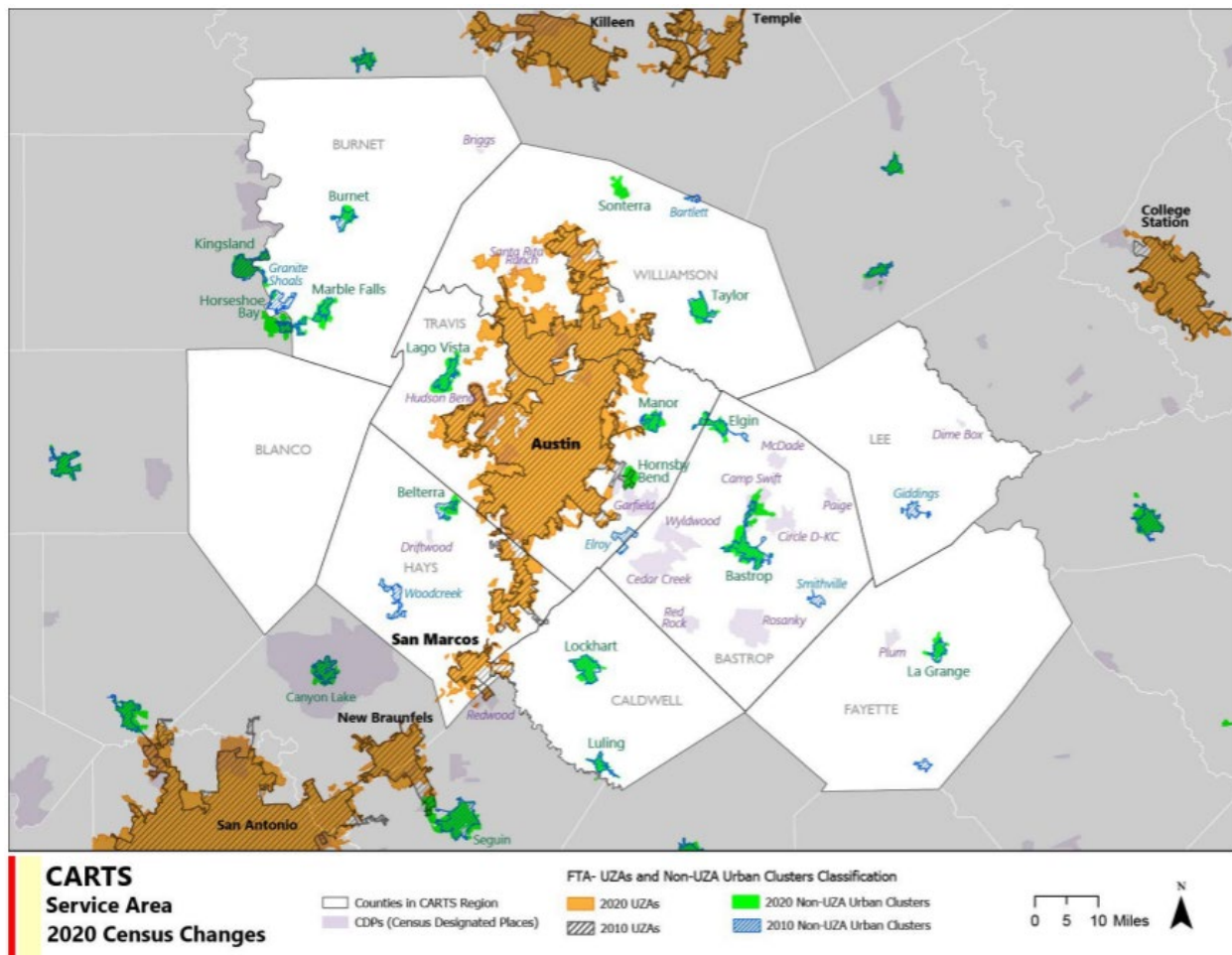
A concern from stakeholders was the issue of funding with varying scale of needs for different localities. Specifically in mind were the needs of rural mobility projects, considering the unique needs these communities seek. Several key takeaways include:

- 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 Transportation 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 plan 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.

Census 2020 Changes in CARTS Region



Source: CARTS Transportation 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.

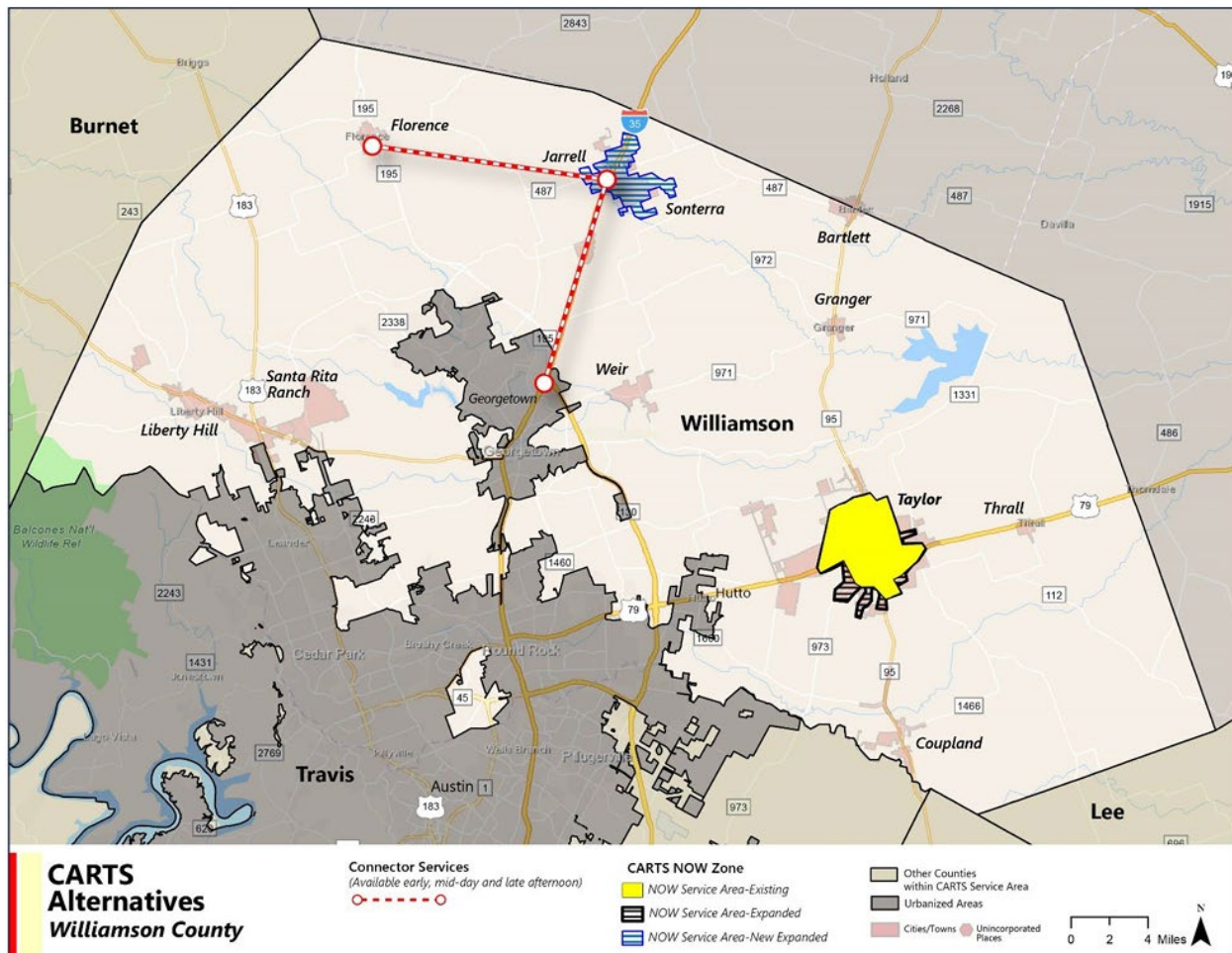
The TDP highlights a decrease in traditional fixed schedule service (i.e., Country Bus) productivity, and an increase in on-demand ridership (i.e., CARTS Now). Accordingly, the TDP recommends extensive utilization of CARTS Now service, introducing innovative service designs not previously seen in the 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.

The figure below 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.

CARTS TDP Service Alternatives Map



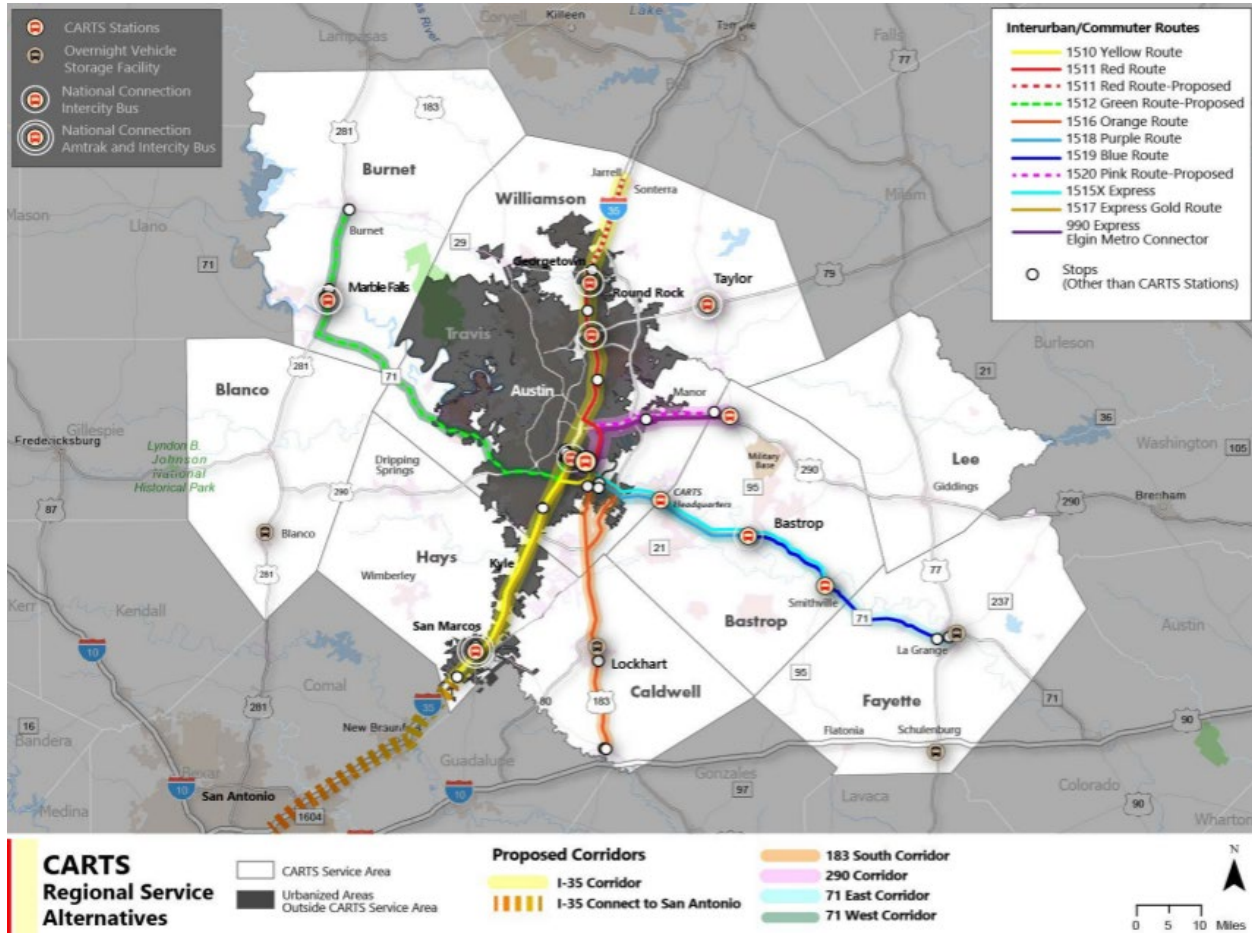
Source: CARTS Transportation Development Plan, 2023

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.

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.

Proposed Regional Corridors, CARTS Service Area



Source: CARTS Transportation 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.

Appendix C – Transit Options

Limited Paratransit and Senior Services



Source: City of Georgetown

GoGeo Limited Paratransit and Senior Service transportation is currently offered within the City of Georgetown city limits and provides curb-to-curb service from 7:00 a.m. to 7:00 p.m. on weekdays. The service is available to qualified residents living with a disability and seniors aged 65 years and older. Eligible riders must make a reservation for a ride by 4:00 p.m. the day before their scheduled ride. Same day reservations will be accommodated if possible. Reservations can be made by phone or online through the City of Georgetown GoGeo website. All buses used to provide GoGeo's Limited Paratransit and Senior Service are ADA compliant and wheelchair accessible. This service covers a subset of the population over a larger geographic area than on-demand zones. Because of the larger service area, the Limited Paratransit and Senior Service cannot match the response times of on-demand zones. However, the service provides essential connections to medical appointments, social services, and recreational opportunities for those that qualify.

+	Benefits	Challenges

- FTA 5307 eligible
- Affordable fare
- Provides scheduled/predictable trips
- Prioritizes seniors and those with a disability-


- Requires advanced reservations by phone/online
- Service limited to qualifying residents

On-Demand Service



Source: CapMetro and CARTS

On-demand service is a mode of public transportation primarily used to replace underperforming fixed-route service, fill existing mobility gaps, and/or connect to a larger transit network. The service is designed to provide flexible curb-to-curb service within a designated zone. CapMetro Pickup and CARTS Now are examples of on-demand services that provide on-demand transit in Central Texas. The services operate in zones designed around key destinations and can be requested directly from a mobile phone app or call center. Pickup and CARTS Now are shared-ride services that combine trips and operate vehicles that are completely accessible and can accommodate customers in a wheelchair. These services are designed to provide an efficient, reliable, and low-cost transportation option.

	<h2 style="color: teal;">Benefits</h2>	<h2 style="color: teal;">Challenges</h2>
<ul style="list-style-type: none"> - FTA 5307 eligible - Affordable fare - Unlimited trips - Trained operators - On-board cameras - Curb-to-curb service - Allows for ridesharing 	<ul style="list-style-type: none"> - Trips Limited to service zone area - Higher operating costs/need for more vehicles to provide 15-minute response times 	

Express Routes

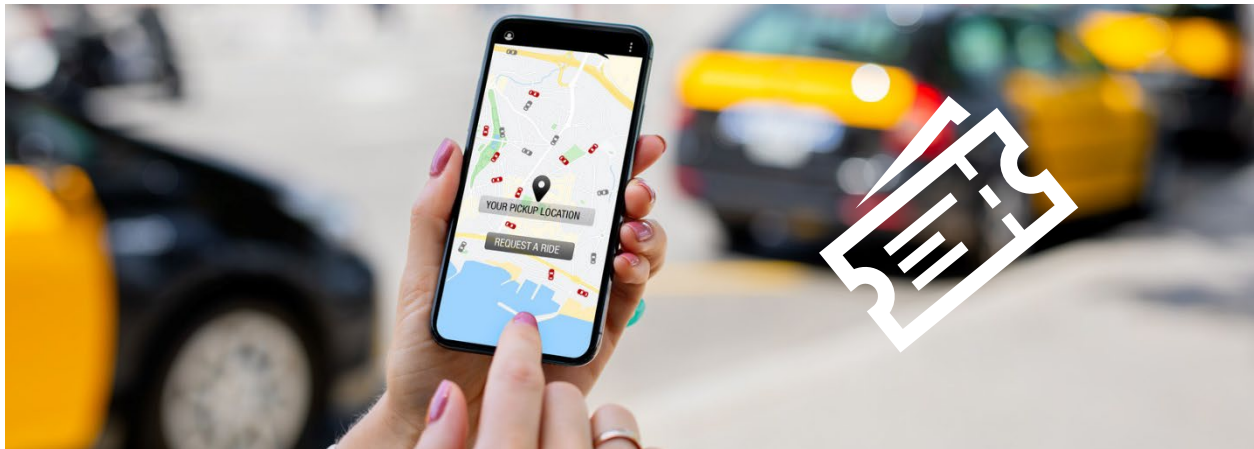


Source: CARTS

Express routes provide an efficient and affordable regional commute option and usually operate between regional destinations with limited stops at select transit hubs on a direct route. Express Routes are ideally designed to minimize travel time by taking the most direct route possible, without excessive stops along the way and operate during peak times (i.e., 7:00 a.m. to 10:00 a.m., and 4:00 p.m. to 7:00 p.m.), making it an ideal choice for commuters who want to reach their destination quickly. The existing CARTS 1511 Red Route is a similar type of service that runs between Georgetown, Round Rock, and East Austin on a fixed schedule. CapMetro Route 980 is another regional example of an express service. It connects Round Rock with downtown Austin via MoPac Expressway. These routes typically require an additional mode for the first and/or last mile of the trip.

Benefits	Challenges
<ul style="list-style-type: none">- FTA 5307 eligible- Affordable fare- Provides direct connections to regional destinations- Limited peak hour stops ideal for commuting	<ul style="list-style-type: none">- Operates fewer trips per day than other services- Typically requires first mile/last mile connection

Ridehailing Voucher Program



Source: *Explore.com*

Private ridehailing companies contract with independent drivers to provide door-to-door service to customers via mobile phone app for a variable cost per ride. Through competitive procurement process, ridehailing services will contract with cities and agencies to offer a subsidy to customers in the form of vouchers. Typically, these programs feature a limit on the number of rides per customer per month eligible for subsidy, with a total bank of vouchers established in the program's yearly budget.

+	Benefits	Challenges
	<ul style="list-style-type: none">- Typically available 24/7- Shorter wait times- Curb-to-curb service	<ul style="list-style-type: none">- Ineligible for FTA 5307 Funding- Costs vary due to driver supply/demand- Restricted number of vouchers

Local Fixed-Route Services



Source: CapMetro

Local fixed-route services serve as the backbone of most municipal transit systems in the United States. In larger transit systems, local fixed-route services serve as the primary connection to high-frequency bus or rail-based transit. These services make frequent stops with frequencies varying between 30 and 60 minutes and most commonly utilize 30-foot non-articulated buses (see picture above) or smaller cutaway buses (like on-demand and paratransit services). Once populations reach 3,000 to 5,000 people per square mile, implementation of infrequent bus service is considered justifiable.¹ Federal law requires ADA complimentary paratransit be made available within a ¾-mile buffer of local fixed-route services.

+	Benefits	Challenges

- FTA 5307 eligible
- Affordable fare
- Operates on known route and requires less trip planning

- Requires frequent service and connections for usefulness
- Typically requires first-mile/last-mile connection

¹ Christof Spieler, "Trains, Buses, People: An Opinionated Atlas of US Transit," excerpted in The Urban Edge, Rice University Kinder Institute for Urban Research, November 13, 2018

Appendix D – Implementation Matrix

The following table provides further detail on key implementation milestones. Implementation milestones are broken down by fiscal year; however, fiscal years and milestones serve as initial guidance for the City and will require further analysis and coordination to create a final program schedule.

Proposed Implementation Milestone Matrix

FY	Milestones	Notes
2024	<ul style="list-style-type: none"> Present transit improvement concepts to City Council and adopt TDP. 	<ul style="list-style-type: none"> Present to City Council April 23, 2024.
	<ul style="list-style-type: none"> Finalize capital and operations budget. 	<ul style="list-style-type: none"> Assess program costs against budgeted costs. Identify and obtain required local funding. Finalize required annual financing activities for City.
	<ul style="list-style-type: none"> Finalize interlocal agreement (ILA) to contract service operations. 	<ul style="list-style-type: none"> Coordinate with CapMetro / CARTS throughout Q3 FY 24.
	<ul style="list-style-type: none"> Commission the Community Transit Advisory Committee (CTAC). 	<ul style="list-style-type: none"> Establish work plan with City Communications and Public Engagement Department to develop transit marketing strategy. Establish meeting cadence to serve as platform to provide City with updates on transit planning process.
	<ul style="list-style-type: none"> Finalize/execute marketing and coordination strategy. 	<ul style="list-style-type: none"> Establish work plan with CTAC to develop transit marketing strategy. Finalize annual budget.
	<ul style="list-style-type: none"> Integrate Ridehailing Voucher Program to supplement investments in transit. 	<ul style="list-style-type: none"> Incorporate Ridehailing Voucher Program into transit marketing strategy.
2025	<ul style="list-style-type: none"> Coordinate with CARTS and other stakeholders on planned Route 1511 enhancements. 	<ul style="list-style-type: none"> Dependent on CARTS TDP implementation schedule.
	<ul style="list-style-type: none"> Coordinate with CapMetro, CARTS, and CTAC to finalize proposed on-demand service. 	<ul style="list-style-type: none"> Finalize service standards and targets; geographic extent(s) of proposed on-demand service boundaries; and number of peak vehicles. Develop a coordinated and robust marketing effort to make the public aware of the new service and associated quality of life benefits (provided/funded by City). Develop procurement schedule for On-Demand vehicles (first two zones and Sun City extension).

FY	Milestones	Notes
	<ul style="list-style-type: none"> Coordinate with CARTS to finalize GoGeo Limited Paratransit and Senior Service improvements. 	<ul style="list-style-type: none"> Survey GoGeo Limited Paratransit and Senior Service riders to gauge interest in adjusting operations to eliminate duplicative transit service within on-demand zones. Evaluate survey results and ridership trends to better classify rider profiles and anticipate evolving service needs in response to proposed on-demand implementation.
	<ul style="list-style-type: none"> Implement service enhancements to GoGeo Limited Paratransit and Senior Service 	<ul style="list-style-type: none"> Reflect surveyed preferences and maintain or improve access to critical services for vulnerable populations.
2026	<ul style="list-style-type: none"> Launch on-demand service (phased and or unconstrained scenarios). 	<ul style="list-style-type: none"> Execute phased marketing strategy (i.e., before, during, and after service launch).
	<ul style="list-style-type: none"> Collect user feedback on new and enhanced services. 	<ul style="list-style-type: none"> Collect feedback roughly 12 months after implementation on-demand service implementation.
2027	<ul style="list-style-type: none"> Reevaluate service and identify long-term service goals including new and enhanced transit service. 	<ul style="list-style-type: none"> Examine the need to expand on-demand service to include Saturday and/or Sunday service. Continue to track performance and respond to evolving demand in Georgetown. Continue to align land use policy, infrastructure investment, and transportation investment and policy to improve mobility options in Georgetown.
	<ul style="list-style-type: none"> Finalize FY28 ILA and begin TDP Update development. 	<ul style="list-style-type: none"> Reevaluate existing conditions and service operations to inform future transit enhancements and/or additions.
	<ul style="list-style-type: none"> Implement on-demand service (phased scenario) and/or Sun City Extension (unconstrained scenario) 	<ul style="list-style-type: none"> Conduct marketing outreach at least 12 to 18 months after service implementation.
	<ul style="list-style-type: none"> Collect user feedback on new and enhanced services 	<ul style="list-style-type: none"> Collect feedback roughly 12 months after implementation on-demand service implementation.