

City of Georgetown Transit Development Plan Phase 1 Summary

Phase 1 Overview

The City of Georgetown (City) and the Capital Metropolitan Transportation Authority (CapMetro) are updating the City's 2016 Transit Development Plan (TDP) to address the current and future transportation needs of the rapidly growing community and to enhance overall mobility to provide a safe, reliable, efficient, and accessible transportation network. The City values gathering input from the community to help with the development of effective transit services. Public involvement efforts for this TDP are being conducted in two phases. Phase 1 of the public involvement effort was held from September 2023 to January 2024.

Phase 1 Public Involvement Summary

Phase 1 of the public involvement process included a community FlashVote survey, stakeholder interviews, a Residents Advisory Committee (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 recommendations. The following table provides a summary of engagement totals by activity.

Table 1: Phase 1 Public Involvement Activities

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, 2023	2
Residents Advisory Committee		
Residents 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 (LPTSS) Flyer Distribution	December 13, 2023	100 flyers on LPTSS Routes
Phone Outreach	December 2023 to January 2024	Top 10 Limited Paratransit and Senior Riders

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 1: 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 and level of service. Existing users also noted eligibility processes (i.e., paper application screening for limited paratransit) as a barrier to using the service.
- Recommendations 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.
- Recommendations 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 recommendations, and included representatives from the following organizations:

- Williamson County
- Capital Area Rural Transportation System (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
- Better Opportunities for Williamson and Burnet Counties
- Faith in Action

Figure 2: 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 HEB 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.

Residents 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 recommendations. 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 3: 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 4: 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 5** 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 5: TDP Promotion Examples

