

Georgetown Transit Service Council Update

March 28, 2017

Agenda

Purpose: Provide Council summary of public comment from Open House on fares, policies, route/stops and name development and create an opportunity for feedback and direction.

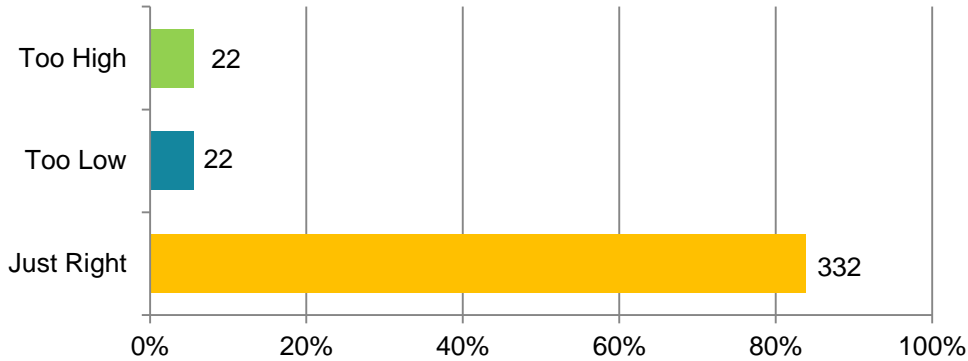
- Review Georgetown Health Foundation Survey
- Review March 21 Open House Activities
- Review City of Georgetown Survey Results
- Next Steps

Public Input Survey Conducted by the Georgetown Health Foundation (GHF)

- Survey distributed by Georgetown Health Foundation
 - The Georgetown Project Collaborative for Youth & Children
 - SE Georgetown Community Council
 - Georgetown Fellowship of Churches (GFOC)
- Survey Open 1/26-2/15
- 396 Total Responses

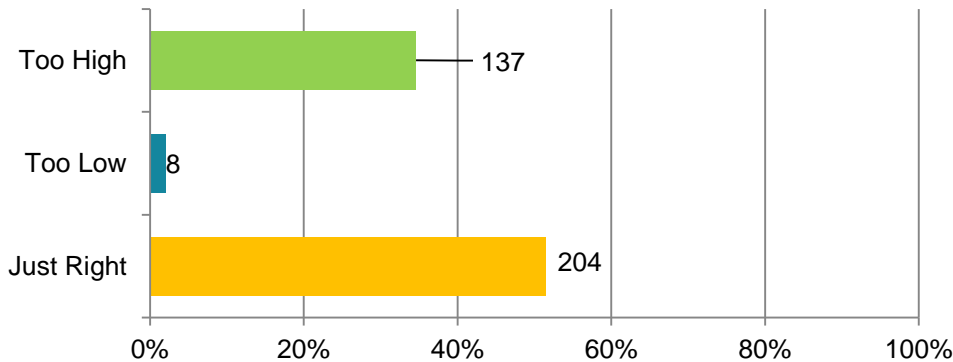
GHF Survey Results

Proposed \$2.00 Day Pass (unlimited)



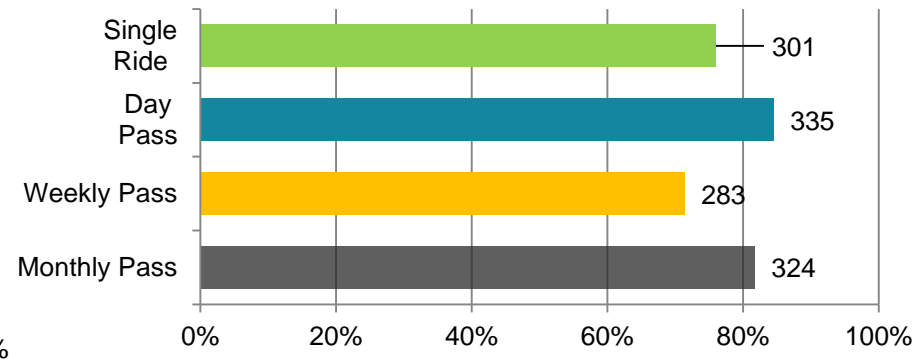
Source: GHF Survey, 2017

Proposed \$30 Monthly Pass (unlimited)



Source: GHF Survey, 2017

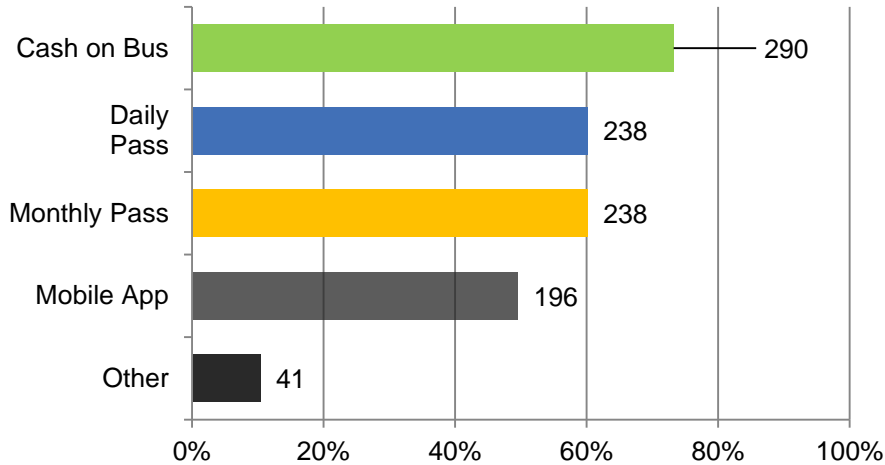
Pass Options that Should be Available



Source: GHF Survey, 2017

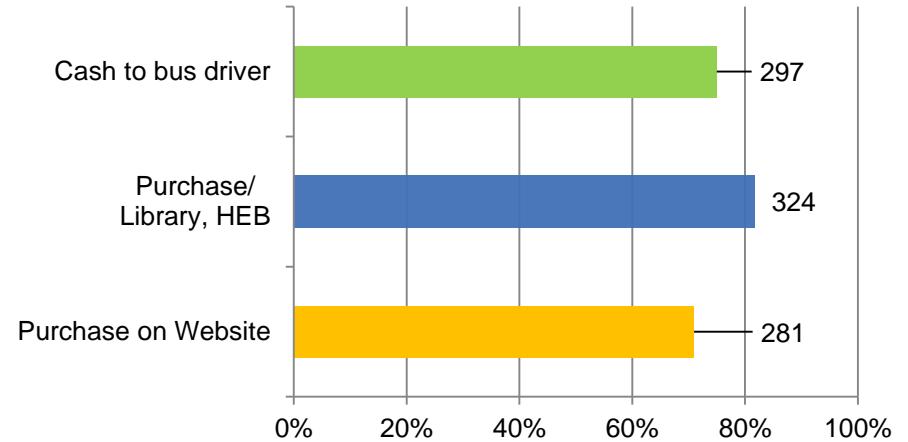
GHF Survey Results

Options for Making Payment



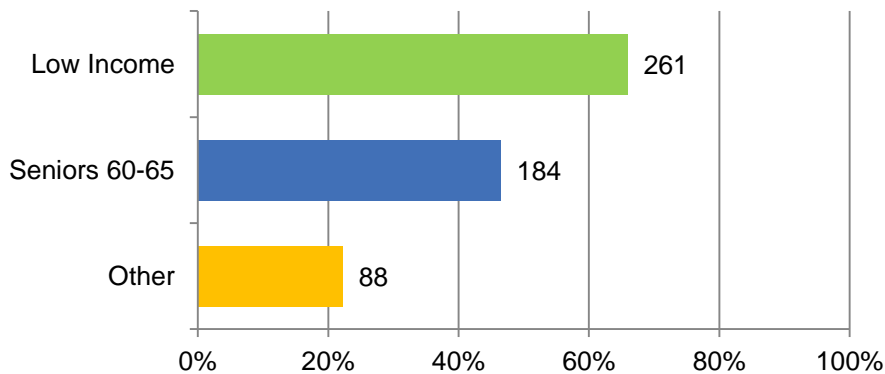
Source: GHF Survey, 2017

Ways to Purchase Passes



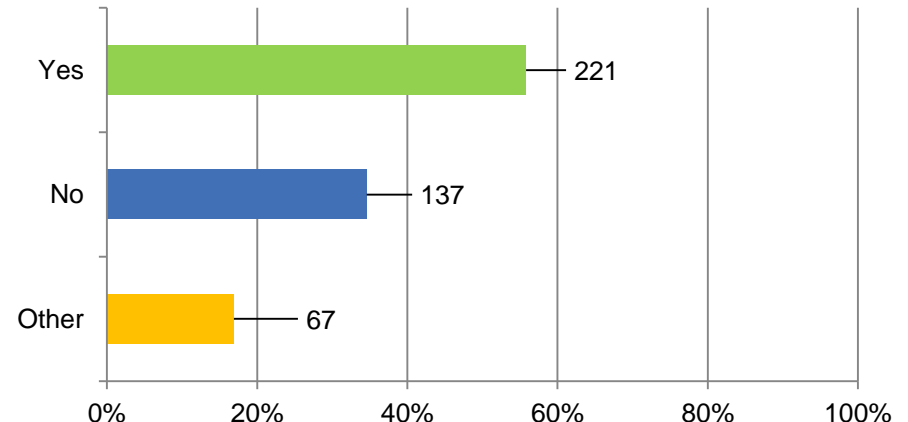
Source: GHF Survey, 2017

Others Eligible for Reduced Fares



Source: GHF Survey, 2017

Allow 12 Yr. Old to Ride Alone?



Source: GHF Survey, 2017

Open House Purpose:

Provide an update on the project and get public comment on proposed routes, stops, fares, hours of operation and system name recommendations.

Total Attendees: 74

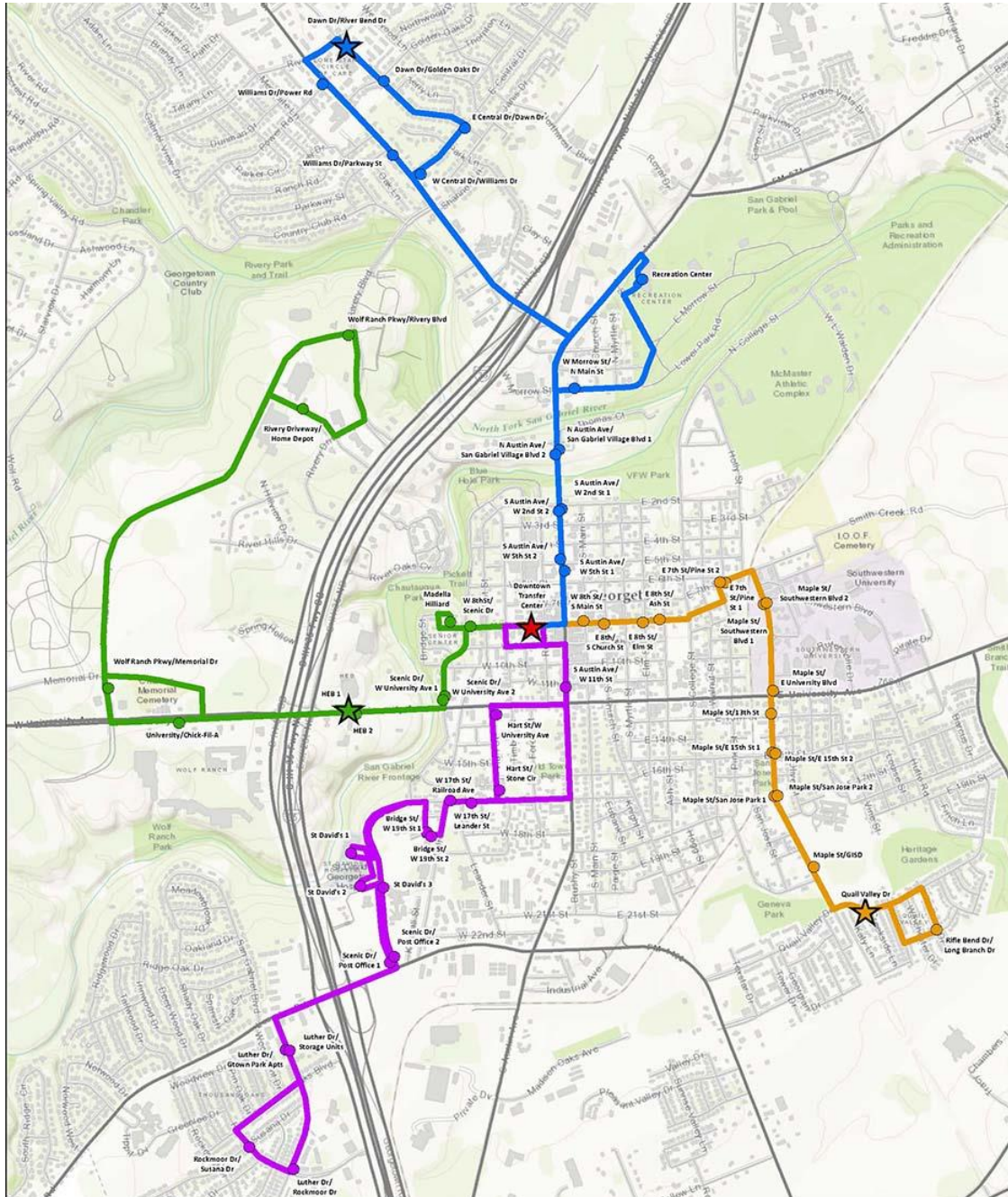
Media Present: Williamson County Sun

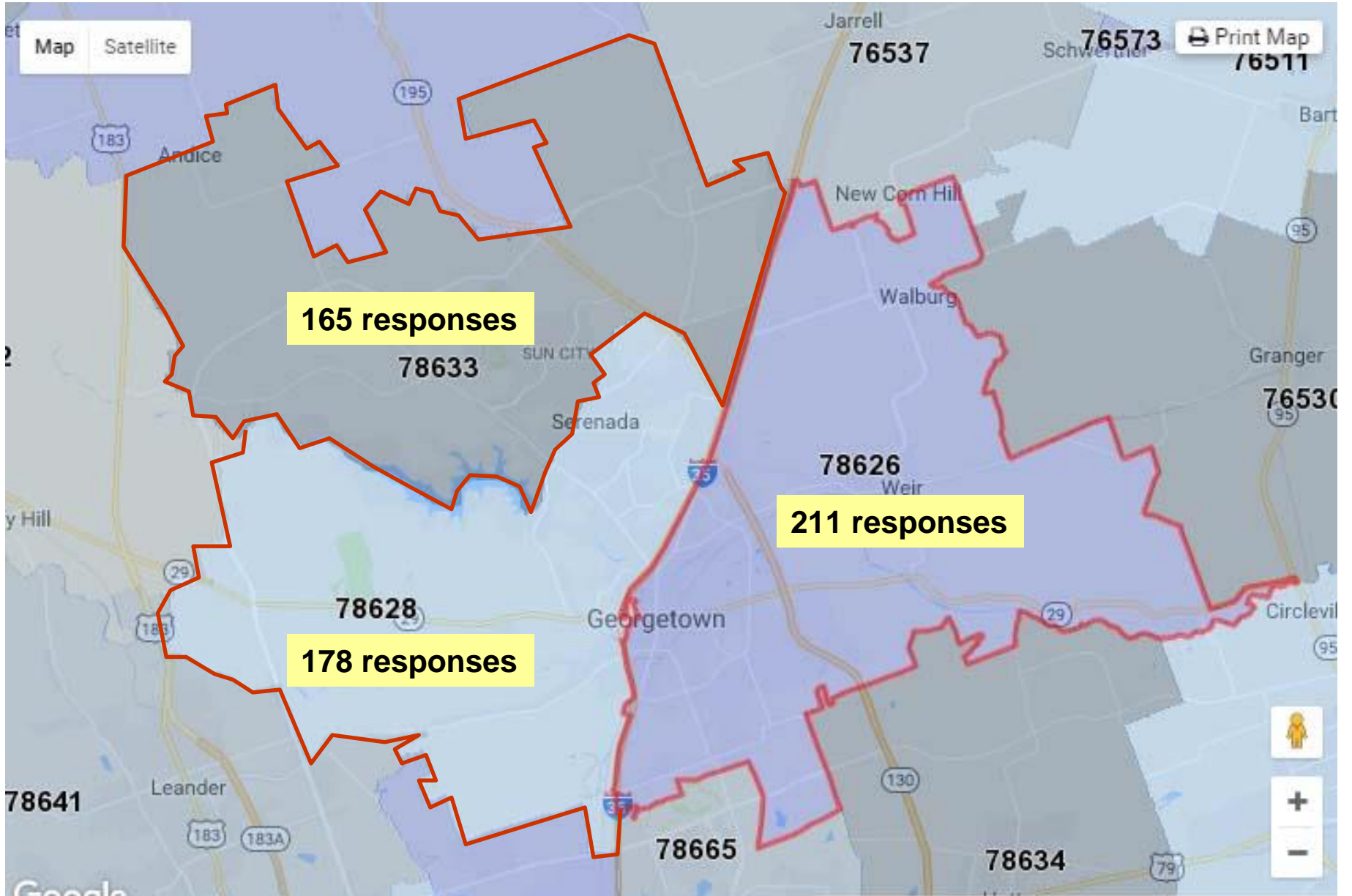
**Media Coverage: KXAN (online)
Community Impact (online)**

City of Georgetown Citizen Transit Survey

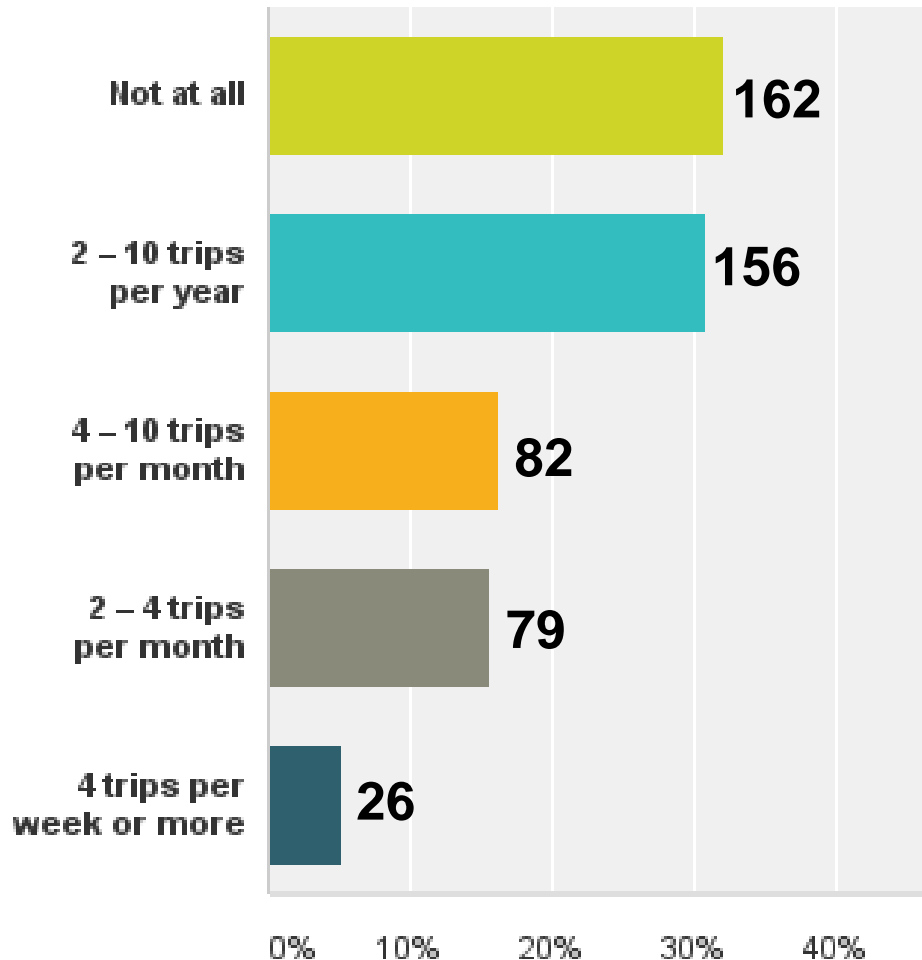
- 13-question SurveyMonkey survey open 3/18 - 3/24 (6 days)
- Survey distributed online via Facebook, NextDoor, Twitter, City website, and via news release
- 568 total responses
- Survey questions:
 - Routes
 - Stops
 - Fares
 - Service Hours
 - Name

Transit System Map

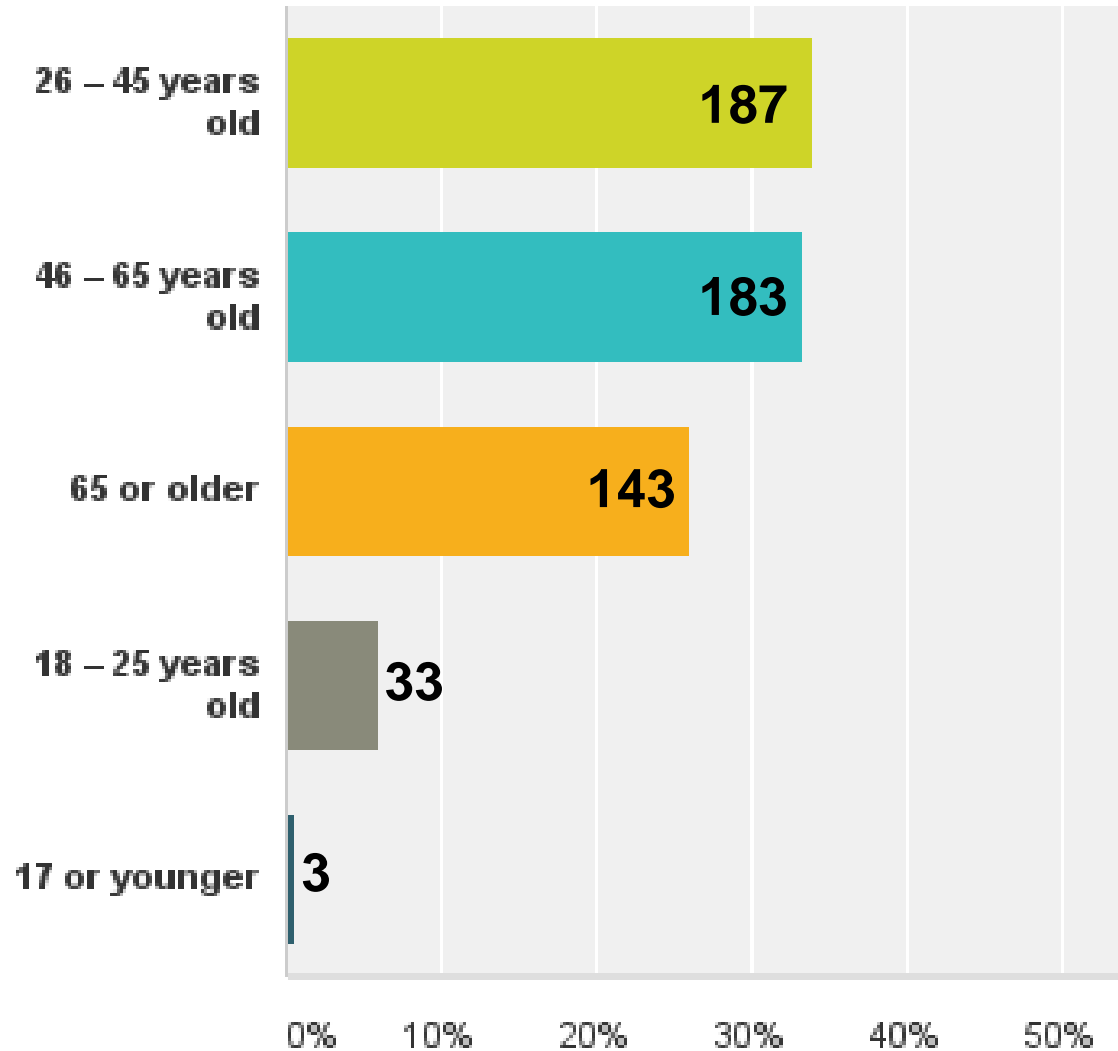




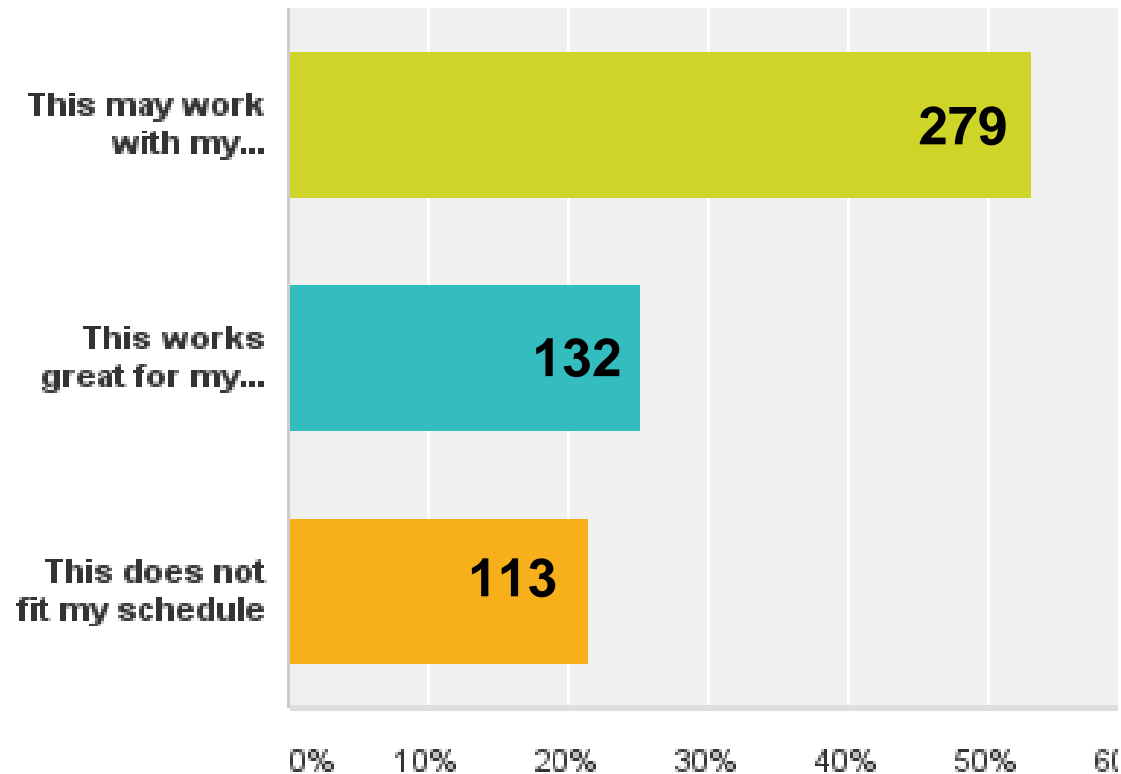
Q10: Select the option that best describes **how often you think you will use the fixed-route transit service.**



Q6: What is your age?



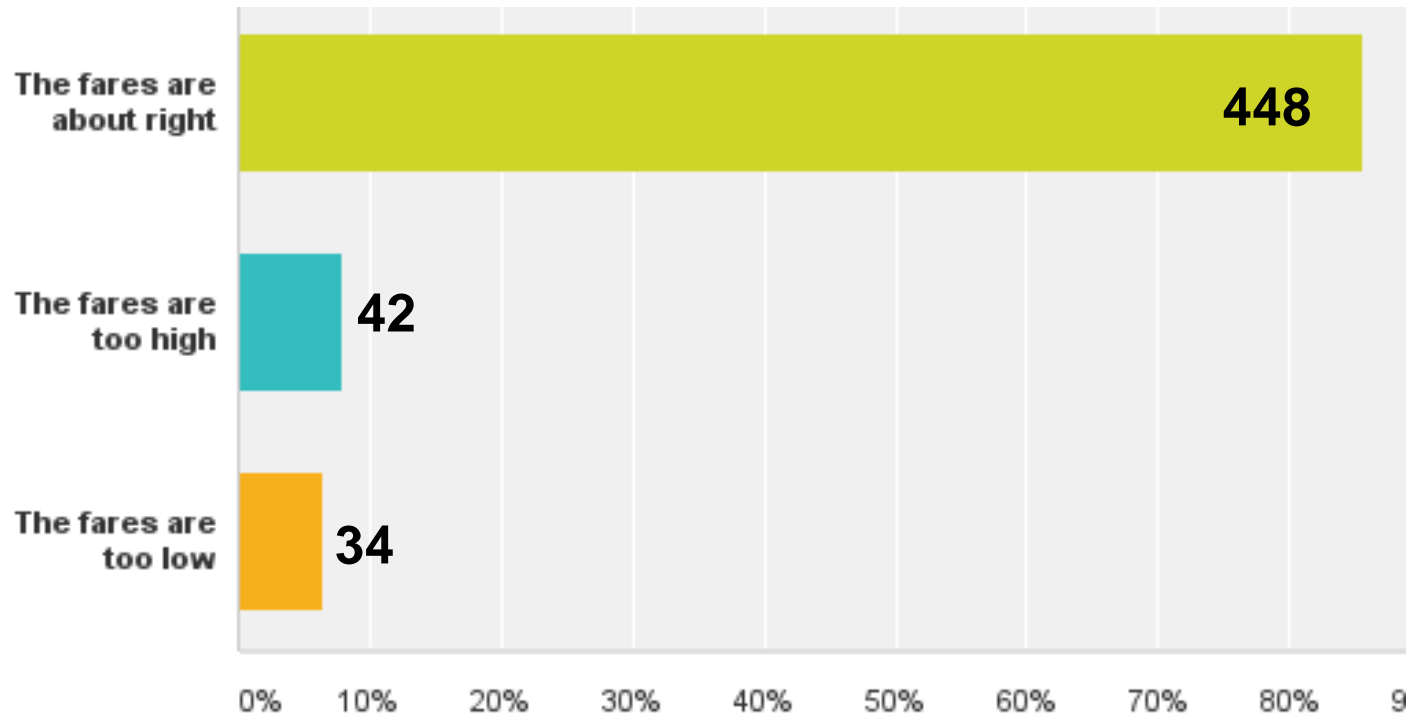
Q7: The proposed transit system **hours of operation are:
Weekday service from 6:30 a.m. to 7 p.m.
Saturday service from 8:30 a.m. to 6:30 p.m.
Please give us your feedback on the hours of operation.**



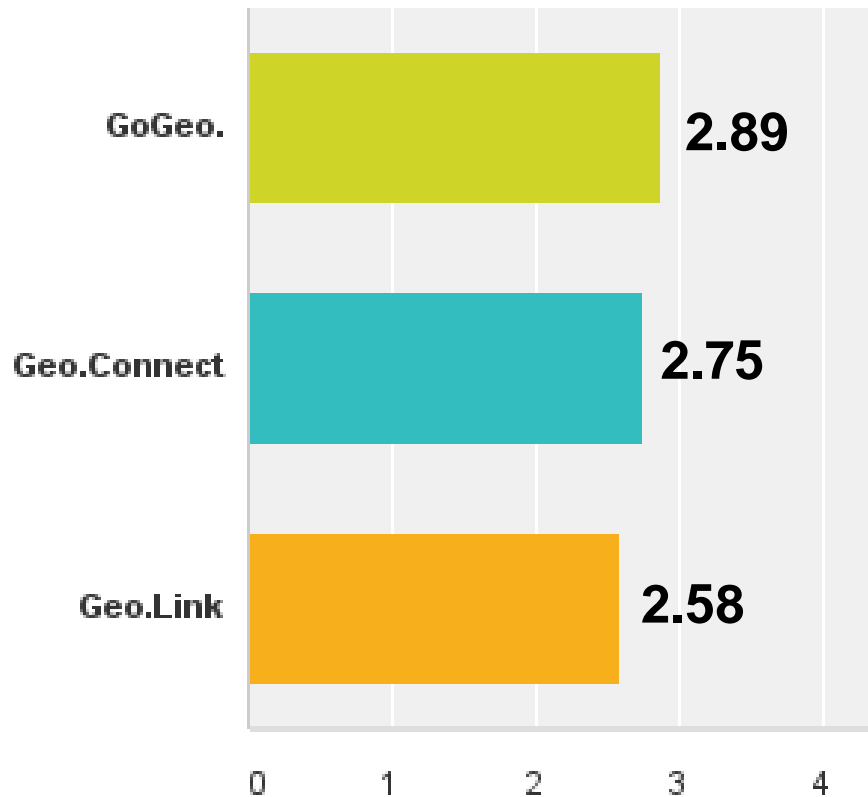
Q8: The proposed transit system fares are:

- Day pass (unlimited) \$2
- Paratransit (each way) \$2
- Monthly pass (unlimited) \$30
- Seniors: \$1
- Disability: \$1
- Veterans and active military: \$1
- Students 12 and older: \$1
- Children 0-12 with full-fare rider: free

Please give us feedback about the proposed fares:



Q9: Please indicate your response to the three name options for the transit system.



*** averages
on 1 - 5
scale**

Q11: Additional comments on **ridership** expectation

- 39 responses: need service to Sun City
- 7 responses: need service to HEB on Williams Drive

Q12: Please let us know if there is **anything else** you would like to share about the proposed transit system.

- 40 responses: need service to Sun City
- 9 responses: need service to HEB on Williams Drive
- 5 responses: need service to East View HS

Next Steps

- **Finalize Routes and Stops**
- **Logo Development with Capital Metro**
- **4/11 Regular Agenda Item with Council**
 - Consider adopting Transit Plan

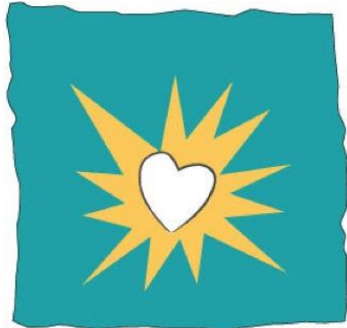
Questions and Guidance

Nat Waggoner, PMP, AICP
Transportation Analyst
(512) 930-8171

Thank you to our partners



**GEORGETOWN
HEALTH FOUNDATION**
Partnerships for the Health of Our Community



Faith in Action Georgetown
"Driving Seniors"



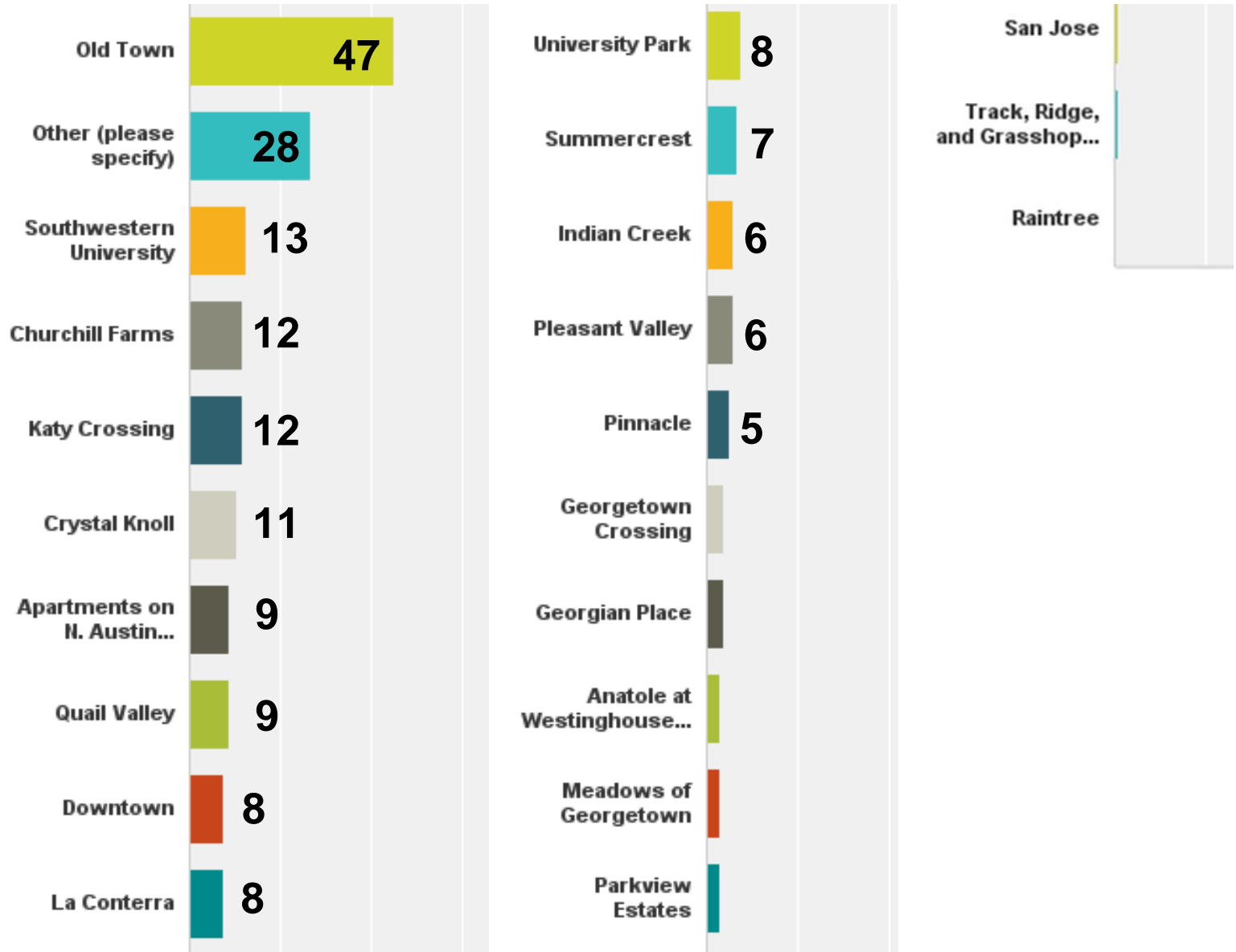
METRO



**The
Caring Place**
Helping neighbors in need since 1985

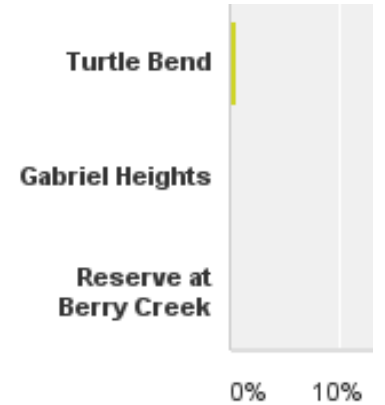
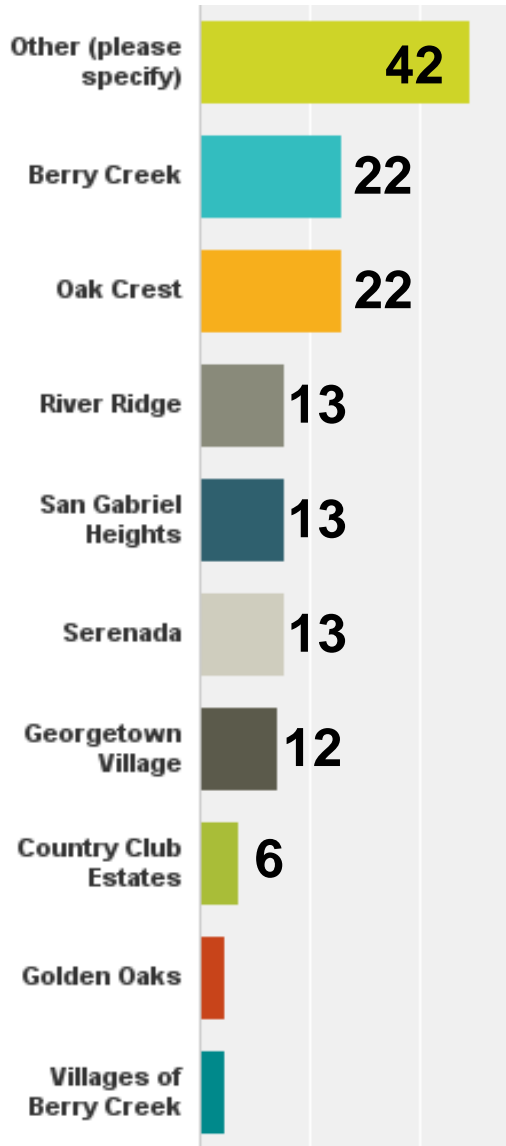
Q2: Please select the **neighborhood** you live in

78626



Q3: Please select the **neighborhood** you live in

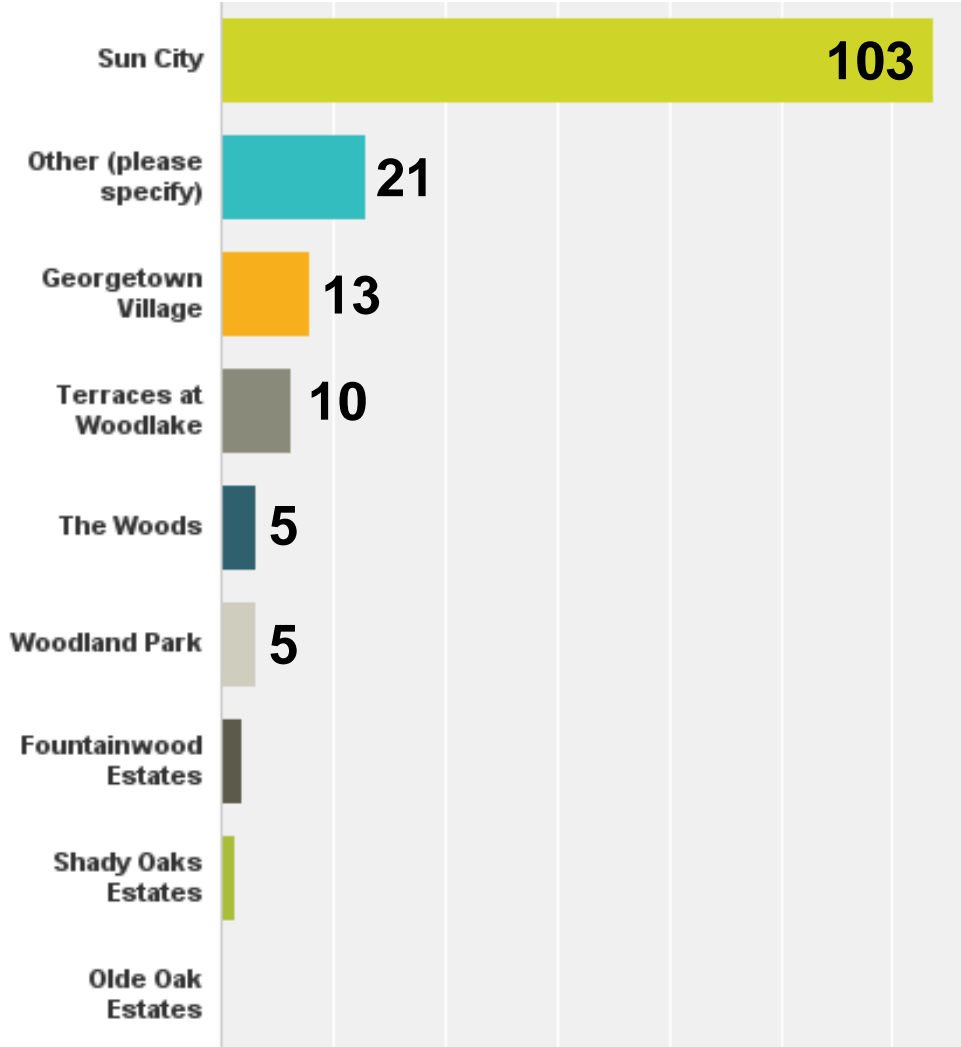
78628



Other:
 Rancho Sienna 2
 Reata Trails 10
 Rivery Park Apts 6

Q4: Please select the **neighborhood** you live in

78633



Other:

Heritage Oaks 5

Northlake 3

Q9: Please indicate your response to the three **name options for the transit system.**

	Don't like	It's OK	Like	OK + Like
GoGeo.	212	84	208	292
Geo.Connect	209	148	146	294
Geo.Link	234	148	121	269

	Do not like it	Not crazy about it	It is OK	I like it	Great name	Total	Weighted Average
GoGeo.	27.98% 141	14.09% 71	16.67% 84	23.41% 118	17.86% 90	504	2.89
Geo.Connect	24.25% 122	17.30% 87	29.42% 148	17.50% 88	11.53% 58	503	2.75
Geo.Link	25.84% 130	20.68% 104	29.42% 148	17.30% 87	6.76% 34	503	2.58

Q1: Please select your zip code from the menu

