PUBLIC TRANSIT FOR THE CITY OF GEORGETOWN – LOCAL SERVICE

- For Georgetown residents to Georgetown destinations. Local fixed-route service ties the community together.
- Riders include: youth, elderly, persons with disabilities, low income residents and anyone that chooses not to drive.
- Works well in similar sized cities in Texas and across the nation: San Marcos, Killeen, and Texarkana, for example.
PUBLIC TRANSIT IS GOOD FOR GEORGETOWN

- **Good for Business and the Local Economy** –
  - Brings customers to businesses
  - Brings people to work
  - Studies show that public transit provides significant economic benefits to the community
  - Enhances the business climate

- **Good for the Environment** –
  - Clean burning, home-grown propane fueled buses
  - Reduces oil consumption, emissions and is environmentally friendly
Taking people to work, school, medical facilities shopping, recreation and other activities:

Residents and visitors to the City of Georgetown will be able to move throughout the City safely, reliably, efficiently, and affordably by using a seamless network of transit services that are easy to comprehend, responsive to individual travel needs, and easy to access.
THE PLANNING PROCESS

- Advisory committee made up of residents and representatives of a wide range of organizations
- Reviewed demographics, travel patterns and existing services
- The committee concluded that fixed route service is essential for success
- Committee determined that CARTS would be the best and most appropriate provider
PUBLIC OUTREACH

- Extensive Public Comments:
  - Advisory committee met monthly
  - Three public meetings the week of January 7th
  - Over 100 people attended the three meetings
  - Overwhelming support for transit
  - Excellent comments – changes were made

- Web site posting
  - Each of the working documents has been posted
  - Comments were received
CARTS, as the regional transit system, has served Georgetown for 28 years. It is recommended that they operate service:

- Nationally recognized as innovative, cost effective and advanced in the use of technology
- Strong culture of safety and reliability - High professional standards with well trained drivers
- Potential access to Federal transit funding
- Low-cost service
SERVICE GUIDELINES

- **Proposed Service Days and Hours** – 6:30 AM to 8 PM Monday through Friday; 8 AM to 8 PM Saturday is optional.
- **Vehicles** – 4 fully accessible vehicles in service operating in ½ hour and one hour service frequencies.
- **Bus Stops** – Approximately every ¼ mile with benches, bike racks and shelters as appropriate.
- **Selecting a Transfer Center** – The transfer center will be placed downtown.
- **Fare** – $1.00 with the first month free fare. Half fare for seniors, persons with disabilities and students.
- **ADA Complementary Paratransit** – Service will be available for persons that cannot get to or ride fixed route due to a disability.
POTENTIAL RIDERSHIP

- Ridership projections are based on experience in similar cities initiating new service.
- Modest Goals – Initially modest ridership goals should be set, allowing the service time to build a customer base, like any other business.
- Initial ridership will generate a productivity of approximately 6 - 8 one way passenger trips per vehicle per hour.
- After system maturity (3 – 5 years) ridership should grow to 10 – 12 one way passenger trips per vehicle hour.
## ESTIMATED BUDGET

### OPERATIONS

- **Operating Budget:**
  - Service Hours: 14,664
  - Cost per Hour: $50
  - Operating Cost (fixed route): $733,200
  - Operating Cost (paratransit): $186,030

- **Operating Revenue**
  - Fare Box Revenue (12%): $87,984
  - CARTS (Paratransit): $186,030
  - Advertising/Sponsors: $645,216

City of Georgetown and Federal/State Funds,
ESTIMATED BUDGET
CAPITAL

- **Capital Expenses:**
  - Five Vehicles $500,000
  - Benches/ Shelters, Signs $103,000
  - Transit Hub $ 35,000

- **Capital Revenue:**
  - CARTS Federal/State (80%) $400,000
  - CARTS Bus Match $100,000
  - Local Funds (City, Sponsors) $138,000
FINANCIAL SUMMARY - RESOURCES

- No Federal or state funding for expansion at this time
- Efforts will be made to secure Federal and State discretionary funds (50% match). There are no guarantees this will be successful
- Sponsorships and advertising revenue from the private sector could account for 10 – 20 percent of funding requirements
- Much of the initial funding will have to come from the city
PROPOSED ROUTES

- Provide coverage throughout the city
- Timed transfer – routes meet downtown for quick, easy transfer, when needed.
- Most routes operate every hour
  - Shopper Shuttle on ½ hour service frequency
- Serves most neighborhoods, businesses, schools, medical facilities, shopping, human services and recreation.
- Compromises – Funding realities limit the capabilities of transit. The areas that generate the most ridership or have the greatest needs were prioritized.
Proposed Routes: Major Origins and Destinations
Proposed Routes: Service Area
Proposed East Route Information

- **Time Between Buses:** 1 Hour
- **Total Time:** 1/2 Hour – Round Trip
- **Mileage (Round Trip):** 8 Miles
- **Annual Ridership (at Maturity):** 18,645 One-Way Passenger Trips
- **Daily Productivity:**
  - 10 One-Way Passenger Trips per Vehicle Hour
Proposed Southeast Route Information

- **Time Between Buses:** 1 Hour
- **Total Time:** 1/2 Hour – Round Trip
- **Mileage (Round Trip):** 5.4 Miles
- **Annual Ridership (at Maturity):** 18,645 One-Way Passenger Trips
- **Daily Productivity:** 10 One-Way Passenger Trips per Vehicle Hour
Proposed Southwest Route

Information

Time between Buses: 1 Hour

Total Time: 1/2 Hour – Round Trip

Mileage (Round Trip): 8.6 Miles

Annual Ridership (at Maturity): 22,374 One-Way Passenger Trips

Daily Productivity: 12 One-Way Passenger Trips per Vehicle Hour
Public Transit Plan for Georgetown

Proposed Shopper Shuttle Route

Information

Time between Buses: 1/2 Hour

Total Time: 1/2 Hour – Round Trip

Mileage (Round Trip): 7.7 Miles

Annual Ridership (at Maturity): 44,748 One-Way Passenger Trips

Daily Productivity:
12 One-Way Passenger Trips per Vehicle Hour
Proposed Sun City Route

**Proposed Sun City Route Information**

- **Time between Buses:** 1 Hour
- **Total Time:** 1 Hour – Round Trip
- **Mileage (Round Trip):** 20.4 Miles
- **Annual Ridership (at Maturity):** 37,290 One-Way Passenger Trips
- **Daily Productivity:** 10 One-Way Passenger Trips per Vehicle Hour

**Proposed Sun City Route**

**Time between Buses:** 1 Hour

**Total Time:** 1 Hour – Round Trip

**Mileage (Round Trip):** 20.4 Miles

**Annual Ridership (at Maturity):** 37,290 One-Way Passenger Trips

**Daily Productivity:** 10 One-Way Passenger Trips per Vehicle Hour
Proposed North Route

Time between Buses: 1 Hour

Total Time: 1/2 Hour – Round Trip

Mileage (Round Trip): 8.1 Miles

Annual Ridership (at Maturity): 18,645 One-Way Passenger Trips

Daily Productivity:
10 One-Way Passenger Trips per Vehicle Hour