

# MOBILITY GEORGETOWN BOND 2021

## ENGAGEMENT HIGHLIGHTS

### EXECUTIVE SUMMARY

The first phase of public engagement focused on soliciting residents' priorities and sentiment for a potential bond, in order to help inform the citizen committee's deliberations.

Due to COVID-19 restrictions on gatherings, the primary mechanism by which we solicited this feedback was a digital survey, though printed versions of the survey, in English and Spanish, were distributed at public facilities. We also created a project website we will continue to update throughout this process.

The survey was open from July 15 through Aug. 15. The opportunity to provide feedback was shared dozens of ways, in English and Spanish, from social media posts and targeted emails to nearly \$4,000 spent in advertising in newspapers, on the radio, and on Facebook. A full report of our communications efforts and metrics is attached, along with comments. All content was approved by bond counsel.

Some people noted issues submitting the survey. After troubleshooting with the vendor, we made changes to the instructions to resolve the issues and are planning alternatives for Phase 2.

# 516

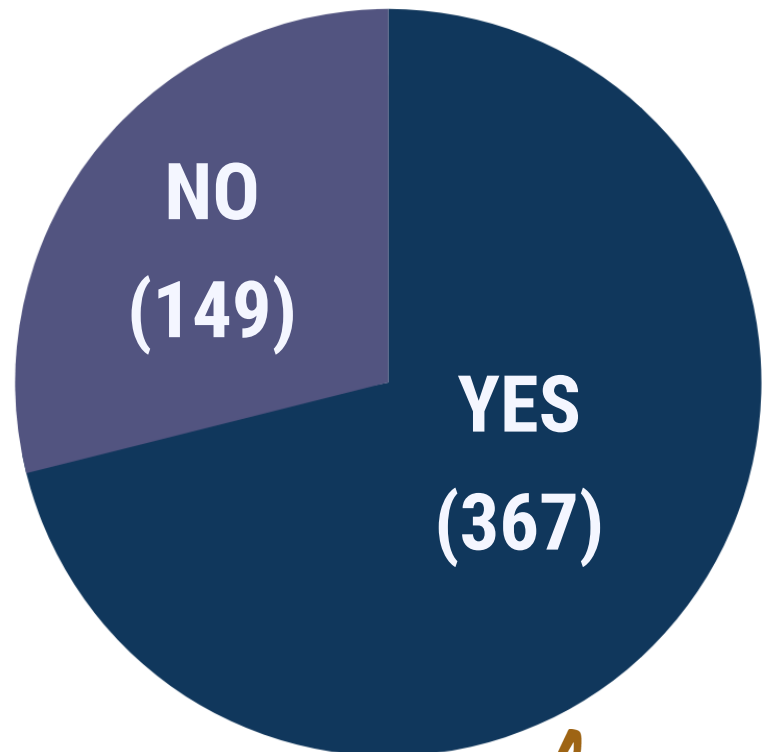
## SURVEY RESPONSES

# 500,000

## TOTAL ESTIMATED REACH

Figure includes impressions on social media, video views, newspaper subscribers, radio impressions, and utility customers. Most people who took the survey indicated they heard about it either through email or social media.

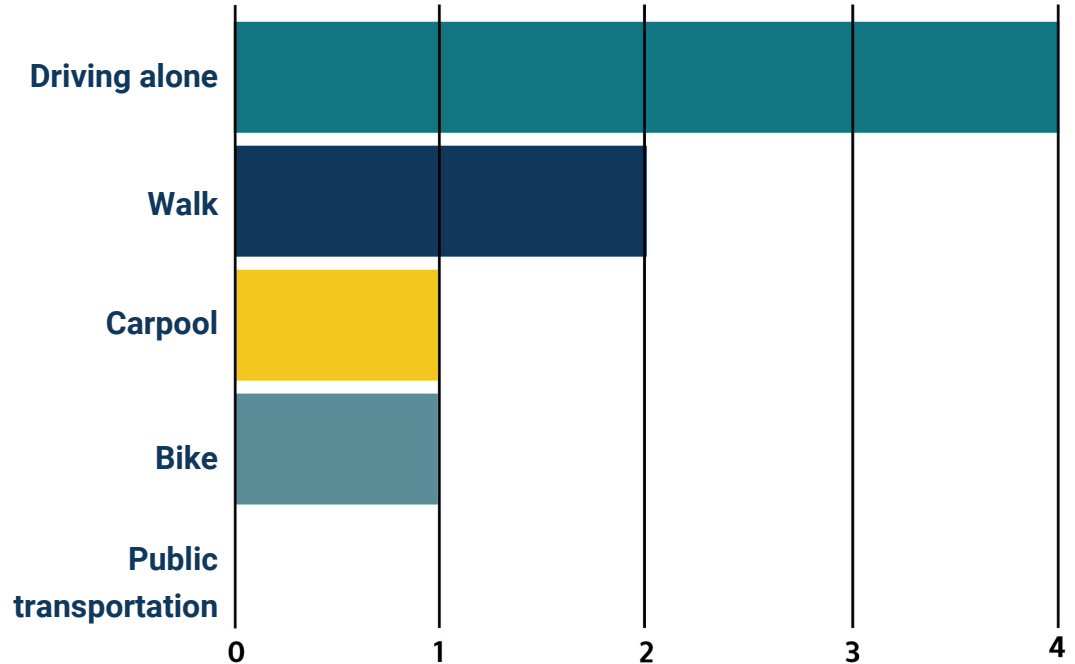
### Q12: Would you support a potential property tax increase through a bond package?



# SURVEY RESPONSES

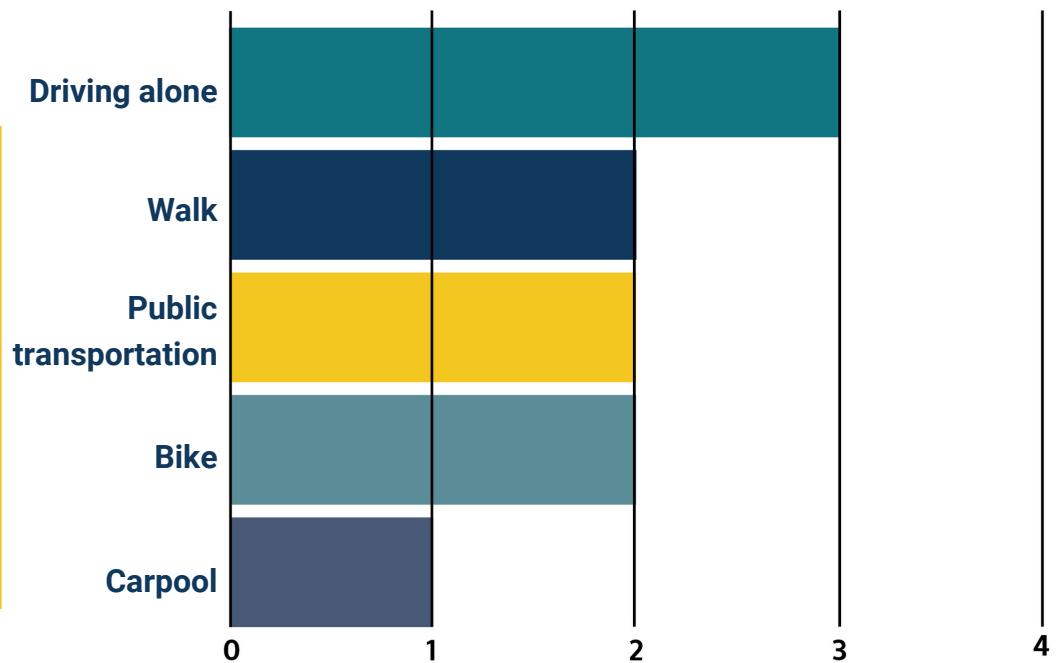
## QUESTIONS 1 AND 2

Rank: Which  
mode of  
transportation  
**do you use  
most often?**



Average Rank out of 5 (with 5 being the highest)

Rank: Which  
mode of  
transportation  
**would you like to  
use more often?**

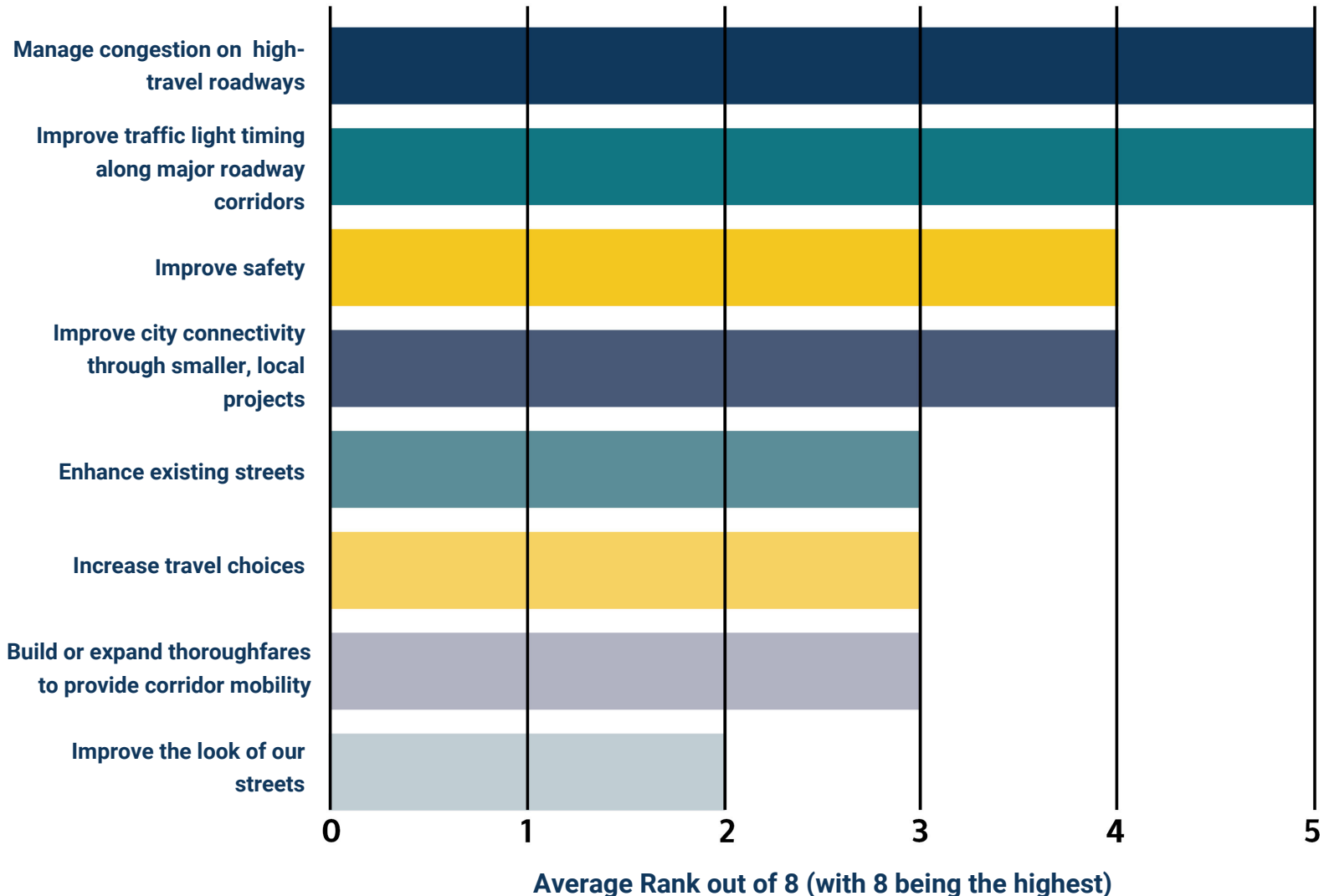


Average Rank out of 5 (with 5 being the highest)

# SURVEY RESPONSES

## QUESTION 3

Rank the eight categories in order of the most important to you.

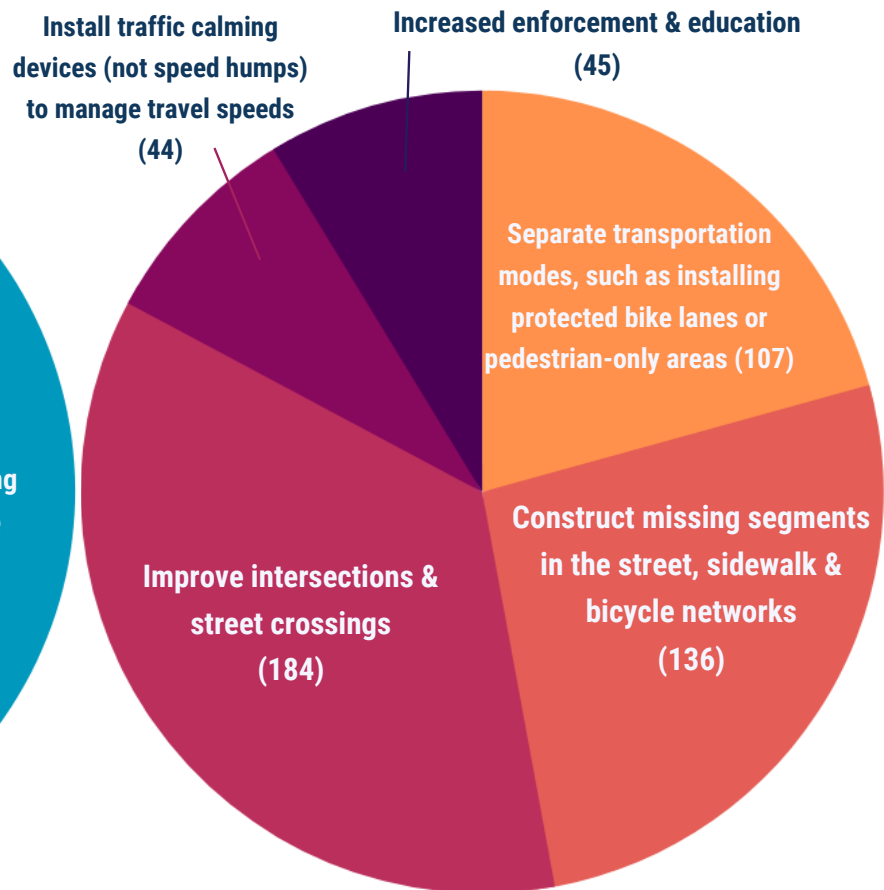
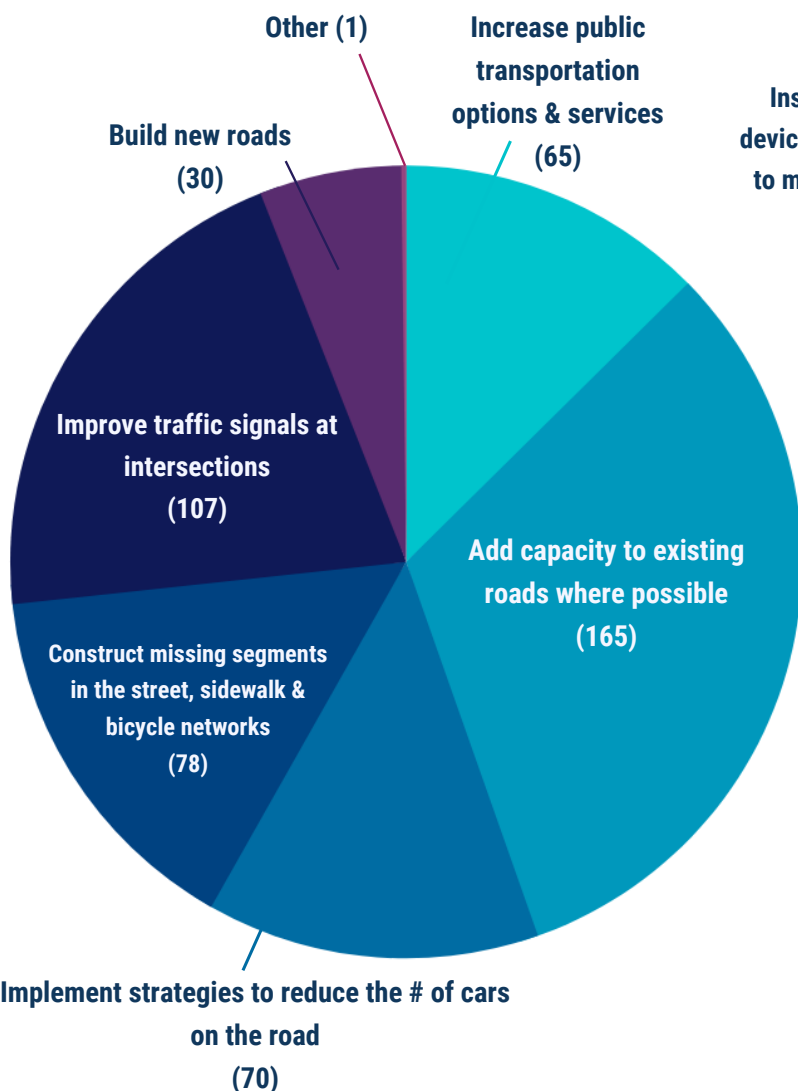


# SURVEY RESPONSES

## QUESTIONS 4 & 5

Of the following options to **manage congestion**, which is the most important to you?

Of the following options to **improve safety**, which is the most important to you?



# SURVEY RESPONSES

## QUESTIONS 6 & 7

Of the following options to  
**improve transportation  
connections in your neighborhood**,  
which is the most important to  
you?

Of the following options to  
**improve the quality of our streets**,  
which is the most important to you

Add street-scape elements such as trees, benches,  
bicycle racks, improved intersection street signs,  
and trash/recycling receptacles, lighting

Increased enforcement & education  
(65)

Increase public  
transportation options &  
services  
(91)

Build connecting street  
segments  
(138)

More bicycle &  
trail routes  
(117)

More sidewalks  
(105)

Increased enforcement & education  
(34)

Improve the condition of  
existing streets, trails &  
sidewalks  
(143)

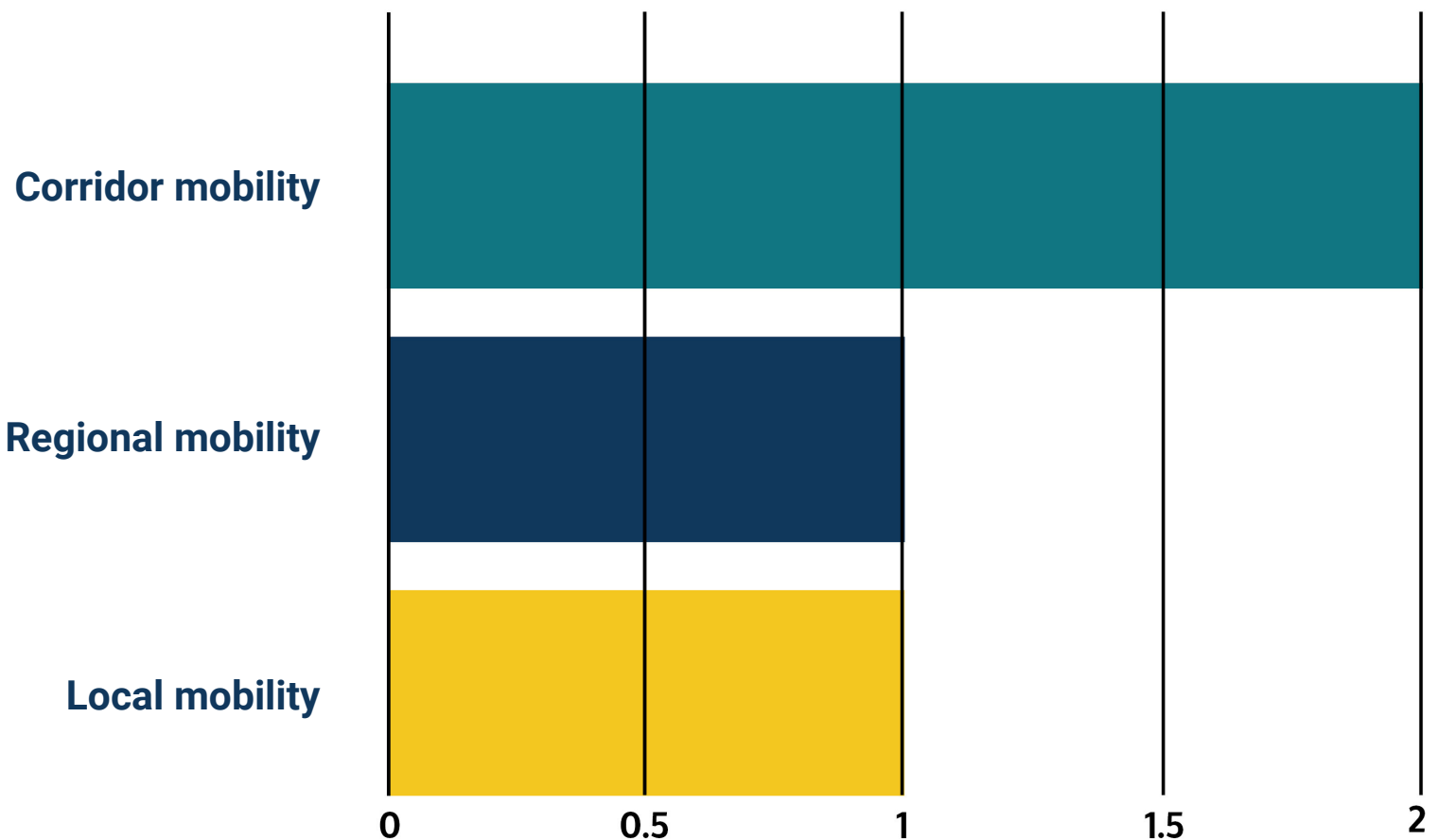
Create streets that  
accommodate all modes  
of transportation  
(85)

Expand the capacity of  
our streets  
(163)

# SURVEY RESPONSES

## QUESTION 8

Rank: Where do you feel the City of Georgetown should focus its improvements?



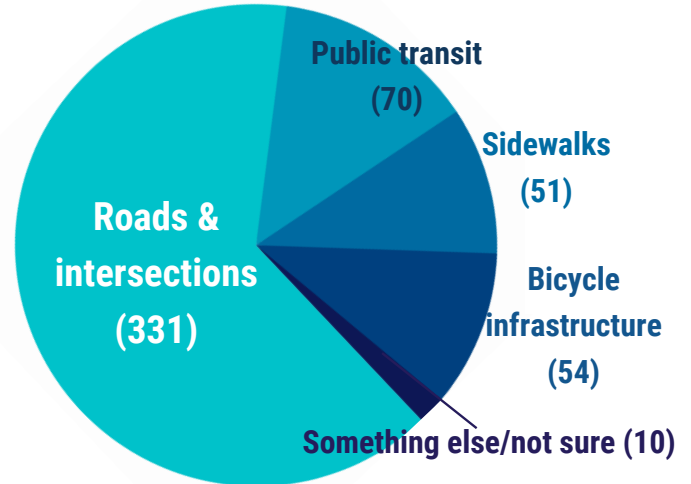
Average Rank out of 3 (with 3 being the highest)

# SURVEY RESPONSES

## QUESTIONS 9, 10, & 11

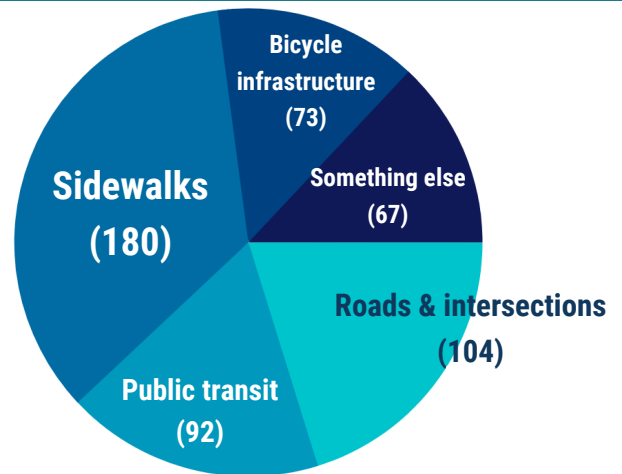
Of the following list of choices, what is your **first** transportation spending priority?

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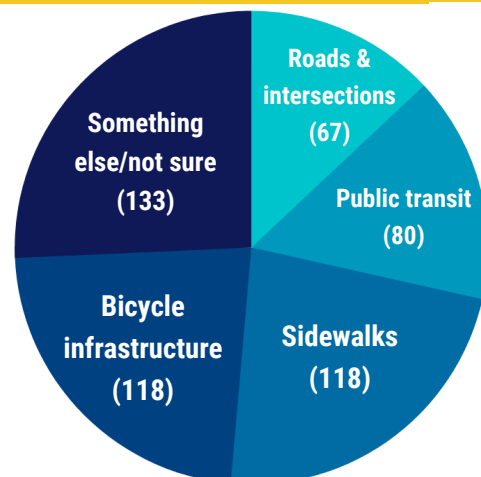
Of the following list of choices, what is your **second** transportation spending priority?

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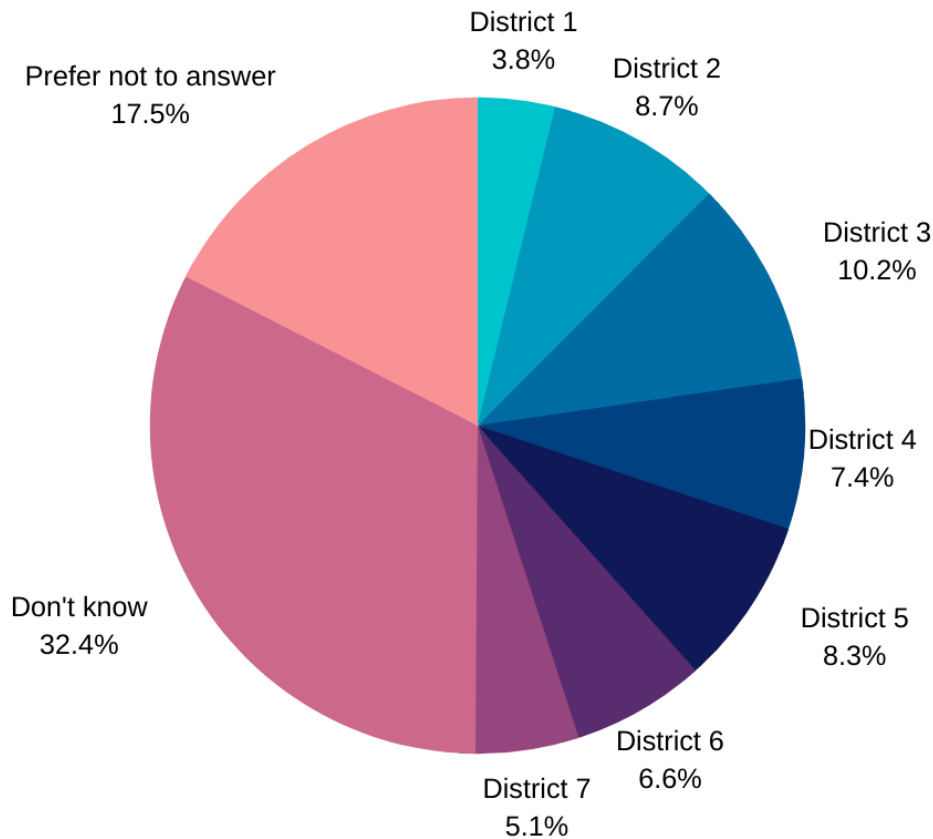
Of the following list of choices, what is your **third** transportation spending priority?

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# WHO TOOK OUR SURVEY?

OPTIONAL QUESTIONS:  
+470 RESPONSES



## 31%

### 65 OR OLDER

16% 35-44  
15% 55-64  
14% PREFER NOT TO ANSWER  
11% UNDER 18-34  
13% 45-54

## 67%

### WHITE OR CAUCASIAN

21% PREFER NOT TO ANSWER  
8% HISPANIC OR LATINO  
4% OTHER

## 40% / 45%

### WOMEN / MEN

15% PREFER NOT TO ANSWER

## 20%

### \$100K-\$150K

27% PREFER NOT TO ANSWER  
18% >\$150K  
14% \$50K-\$74,999  
14% \$75K-\$99,999  
7% <\$15K-\$49,999



# COMMUNICATIONS SAMPLES

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Mobility Georgetown Bond 2021  
**GET GEORGETOWN MOVING**

**\$200** spent  
**496** clicks  
**7,171** reach

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**PONGAMOS A GEORGETOWN  
EN MOVIMIENTO**  
bonds.georgetown.org



**\$250** spent  
**261** clicks  
**9,494** reach

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**\$150** spent  
**2,037** reach  
**7,200** views

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