

MOBILITY GEORGETOWN BOND 2021

PHASE TWO 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. This survey was open from July 15 to August 15, 2020. City staff then worked with the committee to identify potential projects to consider based on residents' transportation priorities expressed in the first phase.

The City of Georgetown launched Phase Two of their Public Engagement efforts on Nov. 16, 2020, seeking to receive input on which potential projects should be included on the Georgetown Mobility 2021 Bond. City staff held a Virtual Town Hall on Nov. 16 to present the 10 potential projects, provide instructions on how to provide input on the projects, and address any question attendees had in a live Q&A session.

To provide feedback on the projects, participants had two options: An Interactive Map Survey or an Alternative Survey. Both options were available on the bond website from Nov. 16 to Dec. 7. Project Profile Sheets were also posted to the website for participants to learn about each project and make an informed decision. The Citizen Advisory Committee will use the feedback received from the public to inform a formal recommendation to City Council in January 2021.

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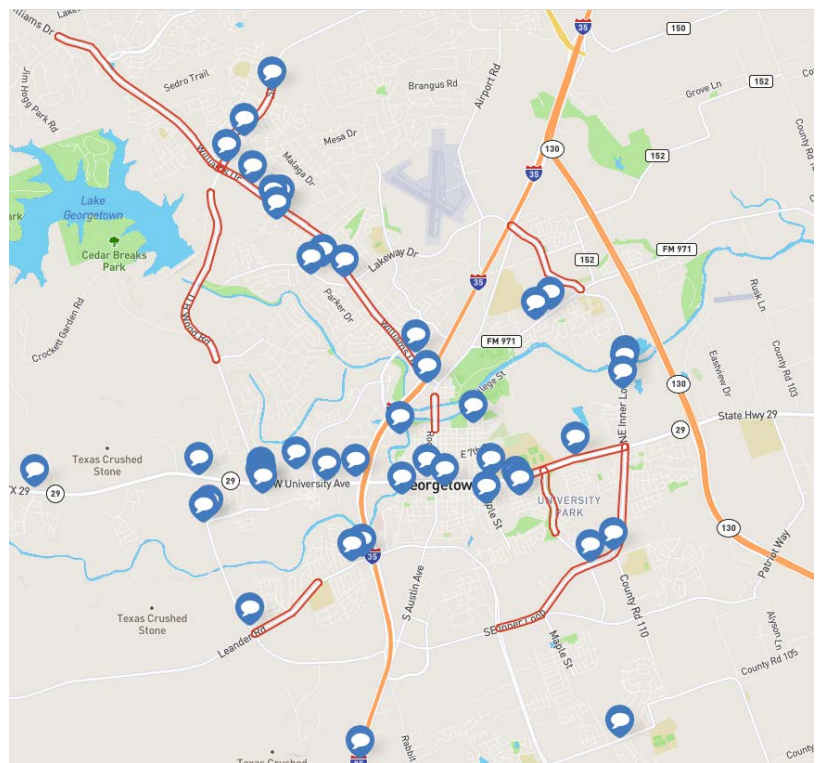
TOTAL RESPONSES

165,000

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.

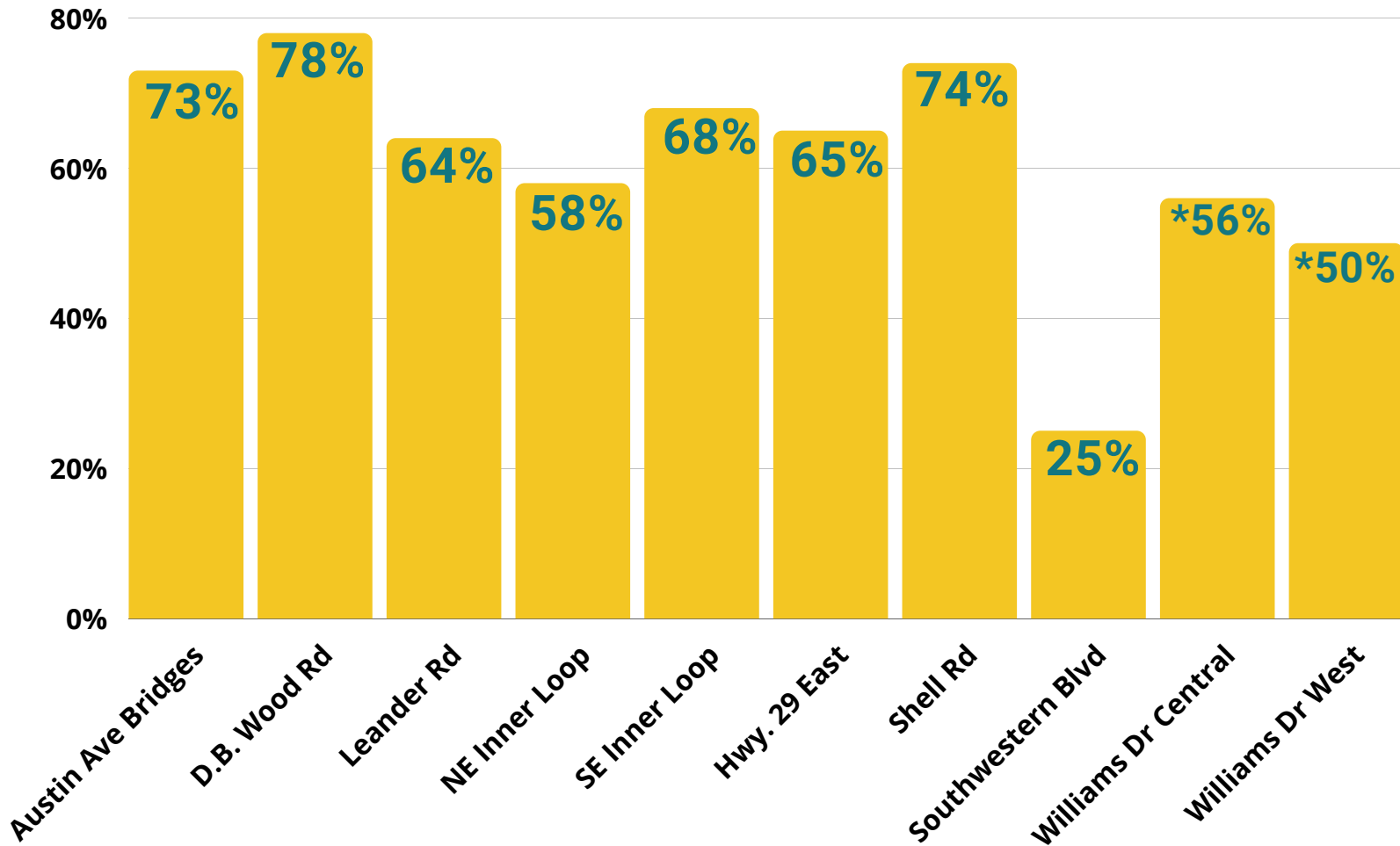
Interactive Survey Map



SURVEY RESPONSES

PROJECT COMPARISON

Project Support



**For the Williams Drive projects, the project descriptions failed to explain that, although the center turn lanes would be replaced with a median, there would still be left turn access at some locations along the corridor. Lack of support often coincided with confusion of median project eliminating all left turns, which is not anticipated.*

SURVEY RESPONSES

AUSTIN AVE BRIDGES & D.B. WOOD ROAD

Do you support including
the Austin Ave Bridges
project in the May 2021
Mobility Bond election?

73%

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- BIKE/PED SAFETY
- HIGH NEED PROJECT
- COST CONCERNS

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PROJECT INFORMATION Austin Ave Bridges

DESCRIPTION

This project rehabilitates the bridges on Austin Ave from Second St to Morrow St, and constructs a new pedestrian and bicycle bridge.

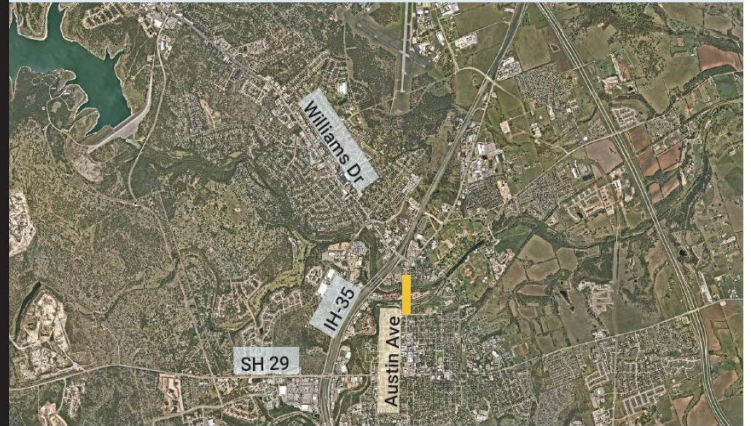
PROJECT COST

\$11,484,000

PROPOSED SCHEMATIC



PROJECT LOCATION MAP



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PROJECT INFORMATION D.B. Wood Rd

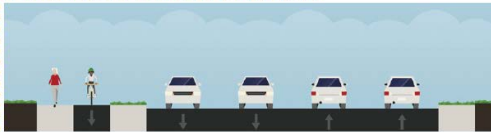
DESCRIPTION

This project widens D.B. Wood Rd from 1,800 feet south of Williams Dr to Oakridge Rd to a 4-lane Major Arterial with a shared-use path for bikes and pedestrians on one side of the street.

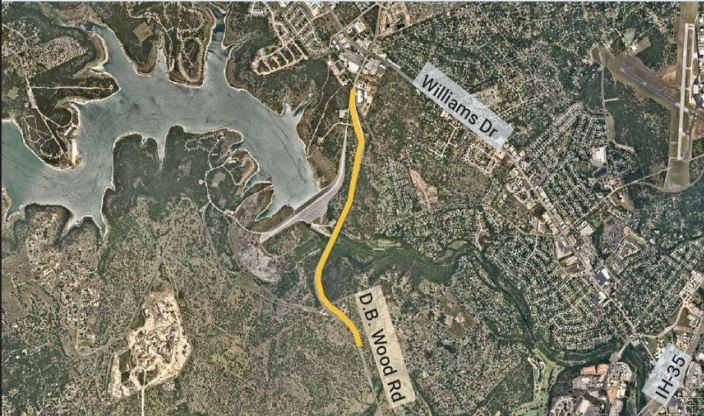
PROJECT COST

\$19,028,000

PROPOSED CROSS-SECTION



PROJECT LOCATION MAP



Do you support including
the D.B. Wood Road project
in the May 2021 Mobility
Bond election?

78%

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- EXTEND TO SH 29
- SEPARATE BIKE/PED PATH
- SAFETY AND MOBILITY

SURVEY RESPONSES

LEANDER ROAD & NE INNER LOOP

Do you support including
the **Leander Road** project in
the May 2021 Mobility Bond
election?

64%

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- NOISE MITIGATION NEEDS
- MEDIAN MAINTENANCE
- BIKE/PED SAFETY


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PROJECT INFORMATION Leander Rd

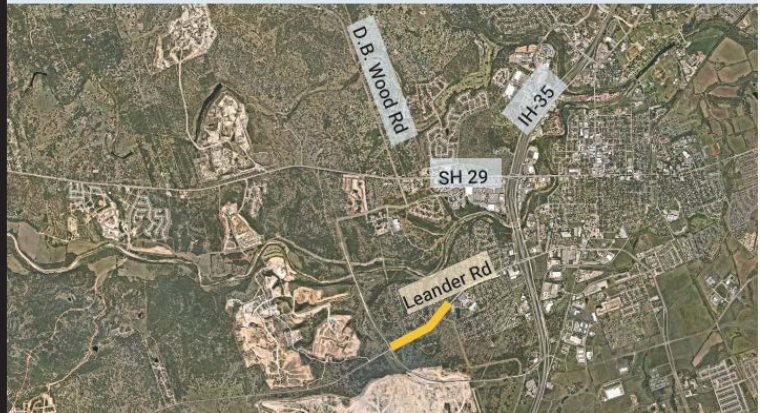
DESCRIPTION
This project widens Leander Rd from SW Bypass to Norwood Dr, featuring a grass median, open ditch drainage, and sidewalks on both sides of the road.

PROJECT COST
\$7,743,000

PROPOSED CROSS-SECTION



PROJECT LOCATION MAP




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PROJECT INFORMATION NE Inner Loop

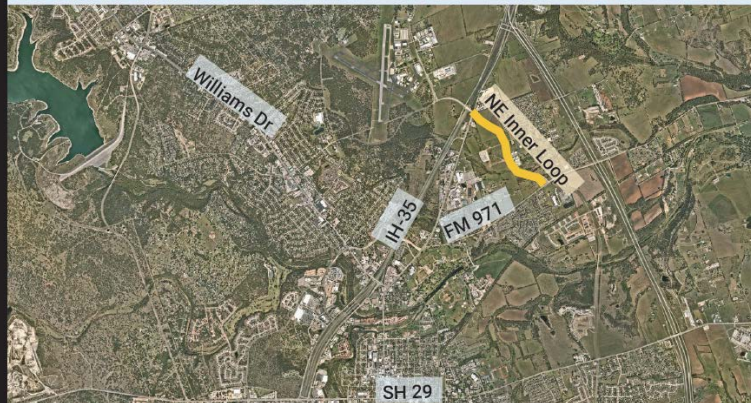
DESCRIPTION
This project widens NE Inner Loop from IH-35 to FM 971, creating a 4-lane divided Major Arterial with a median, on-street bike lanes, and sidewalks.

PROJECT COST
\$18,094,000

PROPOSED CROSS-SECTION



PROJECT LOCATION MAP



Do you support including
the **NE Inner Loop** project in
the May 2021 Mobility Bond
election?

58%

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- MIXED FEELINGS ON BIKE LANES
- MIXED FEELINGS ON PROJECT NEED
- ANTICIPATES NEW DEVELOPMENT

SURVEY RESPONSES

SE INNER LOOP & HIGHWAY 29 EAST

Do you support including
the **SE Inner Loop** project in
the May 2021 Mobility Bond
election?

68%

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- SAFETY NEEDS
- EXTEND TO AUSTIN AVE/SW BYPASS
- AVOID HARMING NEIGHBORHOODS

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PROJECT INFORMATION SE Inner Loop

DESCRIPTION
This project widens SE Inner Loop from SH 29 to FM 1460, creating a 4-lane divided Minor Arterial with bicycle lanes and sidewalks.

PROJECT COST
\$42,116,000

PROPOSED CROSS-SECTION
SH 29 to Sam Houston Ave
FM 1460 to Sam Houston Ave

PROJECT LOCATION MAP



Do you support including
the **Highway 29 East**
project in the May 2021
Mobility Bond election?

65%

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- SAFETY AND NOISE MITIGATION
- EXTEND TO 130
- SEPARATE BIKE/PED PATH

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PROJECT INFORMATION SH 29 East

DESCRIPTION
This project widens SH 29 from Haven Ln to Inner Loop, creating a 4-lane divided Major Arterial with a median, on-street bike lanes, and sidewalks.

PROJECT COST
\$22,380,000

PROPOSED CROSS-SECTION

PROJECT LOCATION MAP



SURVEY RESPONSES

SHELL ROAD & SOUTHWESTERN BLVD

Do you support including
the **Shell Road** project in
the May 2021 Mobility Bond
election?

74%

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- ANTICIPATES GROWTH
- SAFETY AND MOBILITY
- EXTEND TO 195

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PROJECT INFORMATION

Shell Rd

DESCRIPTION

This project widens Shell Rd from Williams Dr to north of Sycamore St to a 4-lane Major Arterial with open ditch drainage and sidewalks.

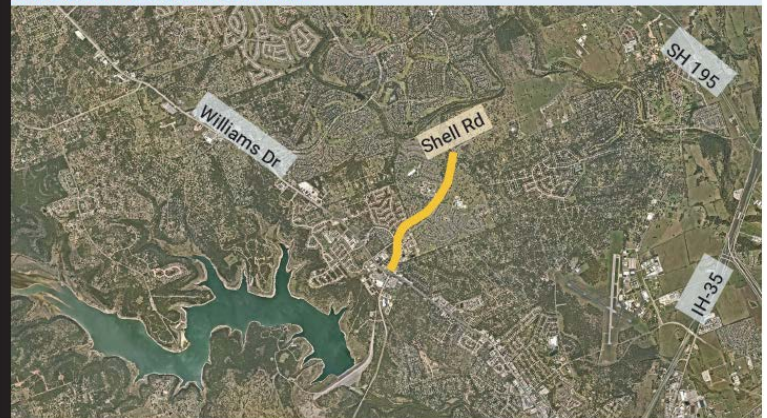
PROJECT COST

\$14,234,000

PROPOSED CROSS-SECTION



PROJECT LOCATION MAP



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PROJECT INFORMATION

Southwestern Blvd

DESCRIPTION

This project widens Southwestern Blvd from SH 29 to Raintree Dr, creating a 4-lane divided Minor Arterial with a median, on-street bike lanes, and sidewalks.

PROJECT COST

\$11,496,000

PROPOSED CROSS-SECTION



PROJECT LOCATION MAP



Do you support including
the **Southwestern Blvd**
project in the May 2021
Mobility Bond election?

25%

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- LOW PRIORITY PROJECT
- SAFER CONNECTION TO INNER LOOP
- BIKE/PED FACILITIES NEEDED

SURVEY RESPONSES

WILLIAMS DRIVE CENTRAL & WILLIAMS DRIVE WEST

Do you support including
the Williams Drive Central
project in the May 2021
Mobility Bond election?

***56%**

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- CONGESTION MITIGATION
- BIKE/PED SAFETY

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PROJECT INFORMATION Williams Dr Central

DESCRIPTION
This project consists of replacing the existing center turn lane with a median on Williams Dr from D.B. Wood Rd to IH-35, as well as repairing and filling sidewalk gaps.

PROJECT COST
\$10,188,000

PROPOSED CROSS-SECTION

Repair and fill sidewalk gaps

Replace existing center turn lane with median

PROJECT LOCATION MAP

***Lack of support often coincided with confusion of median project eliminating all left turns, which is not anticipated.**

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PROJECT INFORMATION Williams Dr West

DESCRIPTION
This project replaces the existing center turn lane with a median on Williams Dr from Jim Hogg Ln to D.B. Wood Rd, as well as repairing and filling sidewalk gaps.

PROJECT COST
\$8,590,000

PROPOSED CROSS-SECTION

Repair and fill sidewalk gaps

Replace existing center turn lane with median

PROJECT LOCATION MAP

Do you support including
the Williams Drive West
project in the May 2021
Mobility Bond election?

***50%**

SUPPORT THIS PROJECT

COMMENT SOUNDBITES:

- CONGESTION MITIGATION
- SAFETY AND MOBILITY

COMMUNICATIONS SAMPLES



Social Media + Community Ads

153,000 reach



Virtual Town Hall

1,600 views



Project Website + Instructional Video

4,500 total visits
3,900 views