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.

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

- **YES** (367)
- **NO** (149)

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.
**SURVEY RESPONSES**

**QUESTIONS 1 AND 2**

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

<table>
<thead>
<tr>
<th>Mode</th>
<th>Average Rank out of 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving alone</td>
<td>4</td>
</tr>
<tr>
<td>Walk</td>
<td>2</td>
</tr>
<tr>
<td>Carpool</td>
<td>1</td>
</tr>
<tr>
<td>Public transportation</td>
<td>2</td>
</tr>
<tr>
<td>Bike</td>
<td>1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Mode</th>
<th>Average Rank out of 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving alone</td>
<td>3</td>
</tr>
<tr>
<td>Walk</td>
<td>2</td>
</tr>
<tr>
<td>Public transportation</td>
<td>4</td>
</tr>
<tr>
<td>Bike</td>
<td>3</td>
</tr>
<tr>
<td>Carpool</td>
<td>1</td>
</tr>
</tbody>
</table>
Rank the eight categories in order of the most important to you.

- Manage congestion on high-travel roadways
- Improve traffic light timing along major roadway corridors
- Improve safety
- Improve city connectivity through smaller, local projects
- Enhance existing streets
- Increase travel choices
- Build or expand thoroughfares to provide corridor mobility
- Improve the look of our streets

Average Rank out of 8 (with 8 being the highest)
Of the following options to **manage congestion**, which is the most important to you?

- Add capacity to existing roads where possible (165)
- Improve traffic signals at intersections (107)
- Construct missing segments in the street, sidewalk & bicycle networks (78)
- Implement strategies to reduce the # of cards on the road (70)
- Build new roads (30)
- Other (1)

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

- Construct missing segments in the street, sidewalk & bicycle networks (136)
- Improve intersections & street crossings (184)
- Increased enforcement & education (45)
- Install traffic calming devices (not speed humps) to manage travel speeds (44)
- Separate transportation modes, such as installing protected bike lanes or pedestrian-only areas (107)
SURVEY RESPONSES
QUESTIONS 6 & 7

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

- Increased enforcement & education (65)
- Build connecting street segments (138)
- More sidewalks (105)
- More bicycle & trail routes (117)
- Increase public transportation options & services (91)

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

- Increased enforcement & education (34)
- Expand the capacity of our streets (163)
- Create streets that accommodate all modes of transportation (85)
- Improve the condition of existing streets, trails & sidewalks (143)
- More sidewalks (105)
- Add street-scape elements such as trees, benches, bicycle racks, improved intersection street signs, and trash/recycling receptacles, lighting (91)
Rank: Where do you feel the City of Georgetown should focus its improvements?
Of the following list of choices, what is your **first** transportation spending priority?

- Roads & intersections: 331
- Public transit: 70
- Sidewalks: 51
- Bicycle infrastructure: 54
- Something else/not sure: 10

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

- Sidewalks: 180
- Public transit: 92
- Roads & intersections: 104
- Something else: 67
- Bicycle infrastructure: 73

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

- Sidewalks: 118
- Bicycle infrastructure: 118
- Something else/not sure: 133
- Public transit: 80
- Roads & intersections: 67
WHO TOOK OUR SURVEY?

OPTIONAL QUESTIONS:
+470 RESPONSES

- 67% WHITE OR CAUCASIAN
  - 21% PREFER NOT TO ANSWER
  - 8% HISPANIC OR LATINO
  - 4% OTHER

- 31% 65 OR OLDER
  - 16% 35-44
  - 15% 55-64
  - 14% PREFER NOT TO ANSWER
  - 11% UNDER 18-34
  - 13% 45-54

- 40% / 45% WOMEN / MEN
  - 15% PREFER NOT TO ANSWER

- $100K-$150K
  - 20% $100K-$150K
  - 27% PREFER NOT TO ANSWER
  - 18% >$150K
  - 14% $50K-$74,999
  - 14% $75K-$99,999
  - 7% <$15K-$49,999

BONDS.GEOGRTOWN.ORG
$200 spent
496 clicks
7,171 reach

$250 spent
261 clicks
9,494 reach

$150 spent
2,037 reach
7,200 views