

TECHNICAL MEMORANDUM NO. 1: GOALS AND OBJECTIVES

INTRODUCTION

The City of Georgetown, in conjunction with Capital Area Rural Transportation System (CARTS), and the Texas Department of Transportation have embarked on the *Georgetown Fixed-Route Action Plan*. The purpose of this effort is to design a fixed-route transit service and implementation plan for the City of Georgetown. This plan will have all of the elements necessary to start up operation of the service as detailed in the scope of work. The first major task is the development of goals and objectives.

The development of goals and objectives for this study started with a discussion at the Committee meeting in July, attended by the consultant prior to project initiation. Based on this discussion, a set of goals and objectives were developed and are presented here in draft form for review and comment by the Transit Working Group.

Once comments have been received after the first committee meeting, the consultants will amend the document and send out the completed memorandum: *Goals and Objectives for the Georgetown Fixed-Route Bus Action Plan*.

Testing Basic Notions

The “Vision” for public transit in Georgetown must reflect several essential notions. These notions should be discussed and confirmed at the Transit Working Group meeting and should be tested and updated as necessary throughout the development of the Action Plan, as well as during implementation. The three basic notions include:

1. A clear customer orientation for planning and operations that is focused on the quality of the travel experience from a customer's perspective;
2. A commitment to fund the system will have to come from a variety of local, state, and federal sources in order for this project to be implemented;
3. A recognition that service needs are changing rapidly and that the service will have to be reviewed and updated on a regular basis as the City continues to grow at a rapid pace.

VISION STATEMENT

This over-arching theme represents the vision for public transit in the City of Georgetown. This vision looks to both internal service (the focus of this study) and connectivity to the rest of the region. While the consultants will not design services outside of the city for this study, we will be cognizant of future connections by bus (intercity and commuter) and rail (commuter service) and these connections will be addressed as future needs.

Vision for Georgetown Public Transportation

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.

Proposed Goals and Objectives

The goals and objectives express the key aspects of the study. These goals are not static and it is possible that they will be modified over time. Plan goals and objectives are intended to encourage and support progress toward a seamless network of services in Georgetown for travel both within the City and travel throughout the region by coordinating the new fixed route service with other regional services and human service transportation. Preliminary goals for the plan are noted below with key associated objectives.

Goal 1 – Identify and Prioritize Transit Needs of the City

Objectives:

- Identify major origins and destinations
- Conduct extensive field observations of the origins and destinations
- Identify future trends and proposed locations of transit centers
- Identify existing service and compare to needs
- Quantify the need for transit service

Goal 2 – Conduct Extensive Outreach into the Community

Objectives:

- Maximize opportunity for input – gain input from the public, City staff, CARTS staff, the Transit Working Group, human service agencies and others as appropriate
- Conduct at least two rounds of public meetings
- Promote community awareness for CARTS inter-modal terminal

Goal 3 – Design Services to Meet the Needs of the City

Objectives:

- Identify customer base(s)
- Using the Transit Working Group, determine the most appropriate level, days, and hours of service
- Determine type(s) of vehicles
- Plan will be in keeping with the nature and character of the City
- Clearly identify costs for this service
- Coordinate service with human service agencies

Goal 4 – Develop Transit Action Plan for Georgetown

Objectives:

- Plan will be realistic in that it will be feasible to implement
- Plan should include all service needs
- Funding issues will be delineated
- Marketing needs will be addressed

Goal 5 – Gain Support for Transit System from the Community

Objectives:

- Gain support from the general public, human service agency representatives, business and political leaders, and other organizations
- Develop a presentation with support from the Transit Working Group
- Present as directed by the Project Manager