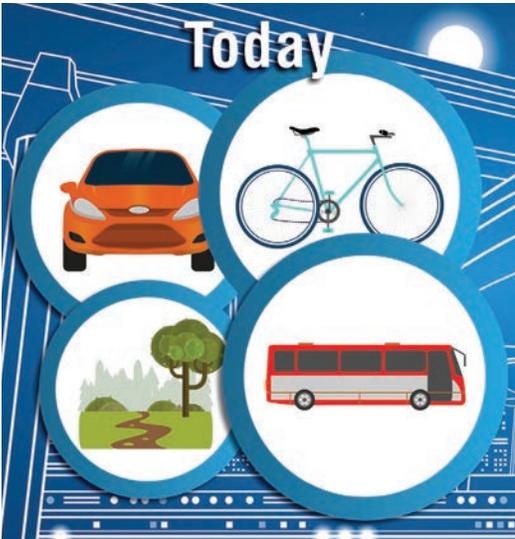




Public Engagement Report



TRAVIS COUNTY Transportation Plan *Creating Tomorrow's Choices Today* **Get Involved!**

Travis County is developing a locally focused transportation plan to identify transportation needs and solutions, incorporate future options and choices, and prioritize improvements in areas outside city limits. This Plan will define priorities through the year 2045, with an emphasis on what we need today and what we will need in the future.

This Plan further defines the transportation component of the Land, Water & Transportation Plan (LWTP) which was adopted in 2014 to balance development and transportation planning with natural resource conservation.

Phase 1
September – December 2016
Public Engagement

We Are All Ears! – We are engaging the public to share background information and gather input on current needs, priorities, and future options.

The first step is to engage the community and gather input. Input from local residents is important to the planning process. Over the next few months, the County will be out in the community asking for your thoughts and opinions.

Phase 2
January – December 2017
Plan Development

We will blend technical data with public input to develop a Draft Plan. We will share the Plan and again engage the public to get feedback.

Phase 3
January – March 2018
Plan Revisions and Adoption

We will take what we heard from the public and other transportation partners to refine the Plan and present it to Commissioners Court for adoption.

What we hear from you will help shape the Plan which will guide the County in identifying priorities and future transportation options.

LWTP Map

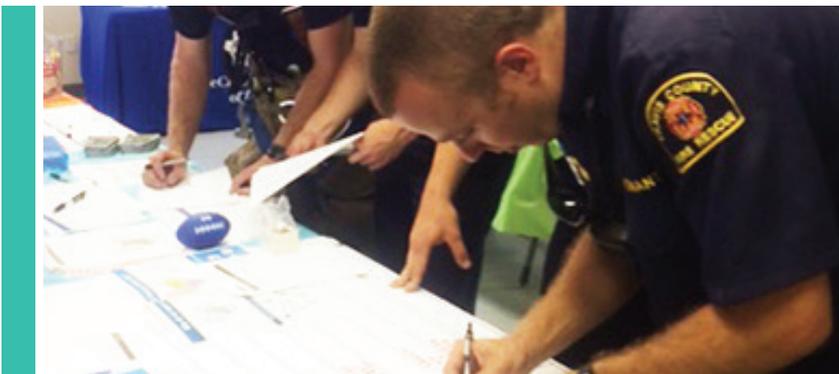


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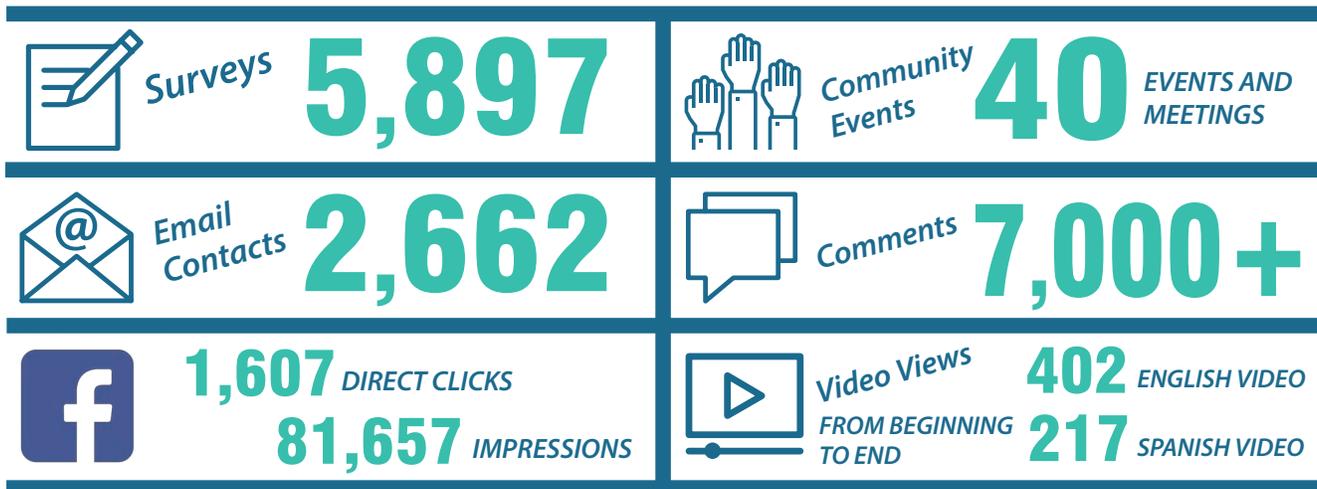
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Executive Summary

Travis County is developing a local transportation plan to identify current transportation needs and solutions, incorporate future options and choices, and prioritize improvements in the unincorporated areas of the County. The County has never developed a long-range transportation plan, instead relying on the CAMPO regional, long-range transportation plan. The CAMPO plan has increasingly focused on major roads that connect the region. Therefore, the County needs a local multi-modal transportation plan. Consequently, county staff sought out opportunities to ask county residents and people who travel into or through the county about their priorities for such a plan.

The County used a variety of tools to engage local communities and provide opportunities for community members to provide their input. The County received over 7,000 comments through surveys, an online mapping tool, email, and at meetings. Summaries of the results from these tools are included and highlights of the thousands of comments received are below.

Outreach by the Numbers



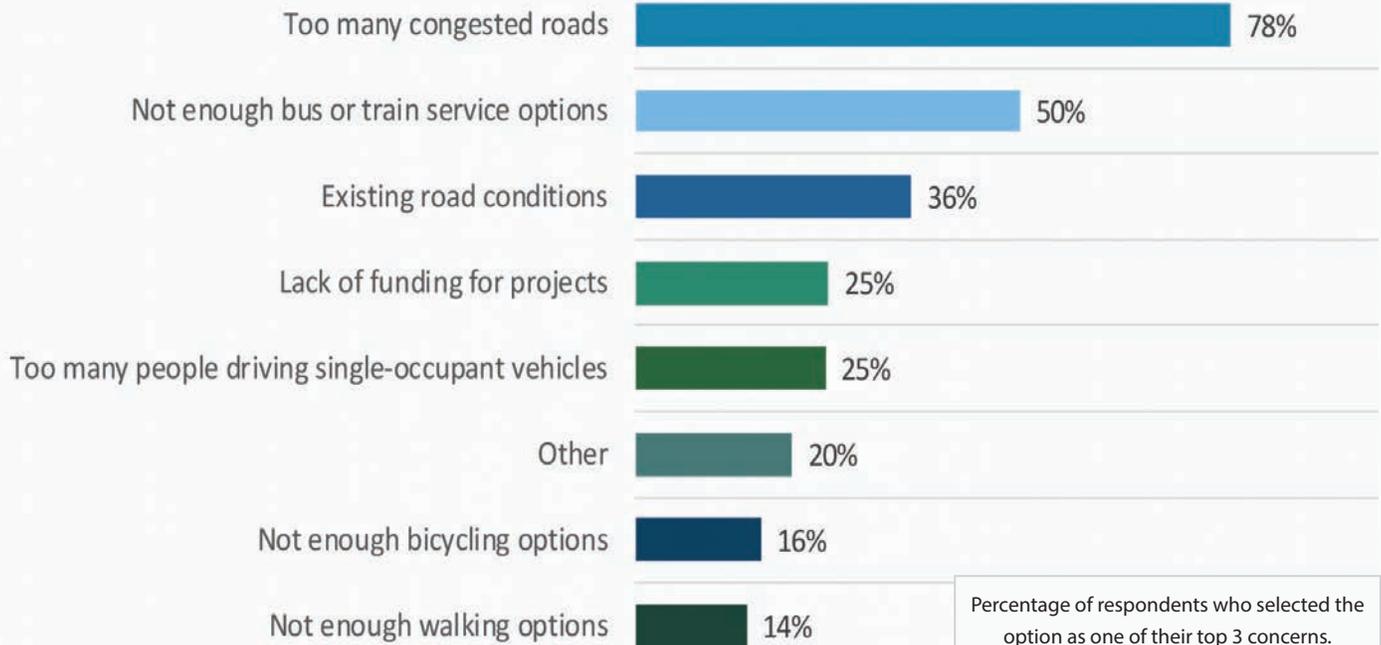
Comments were also collected via email, comment cards, and through open-ended questions within the surveys. The County received over 2,900 responses which included over 6,000 comments of various topics. All comments are included in the Appendix section of this report. Comments covered a variety of topics including:

| Comment Topics | | |
|----------------|----------------|---------------------------------|
| Roads | Environment | Low Income, Disabled, & Elderly |
| Congestion | Future Options | Funding |
| Safety | Growth | Traffic Management |
| Public Transit | Land Use | Travel Demand Management |
| Rail | Affordability | Public Engagement |
| Bicycle | Planning | Location Specific Comments |
| Pedestrian | Implementation | |

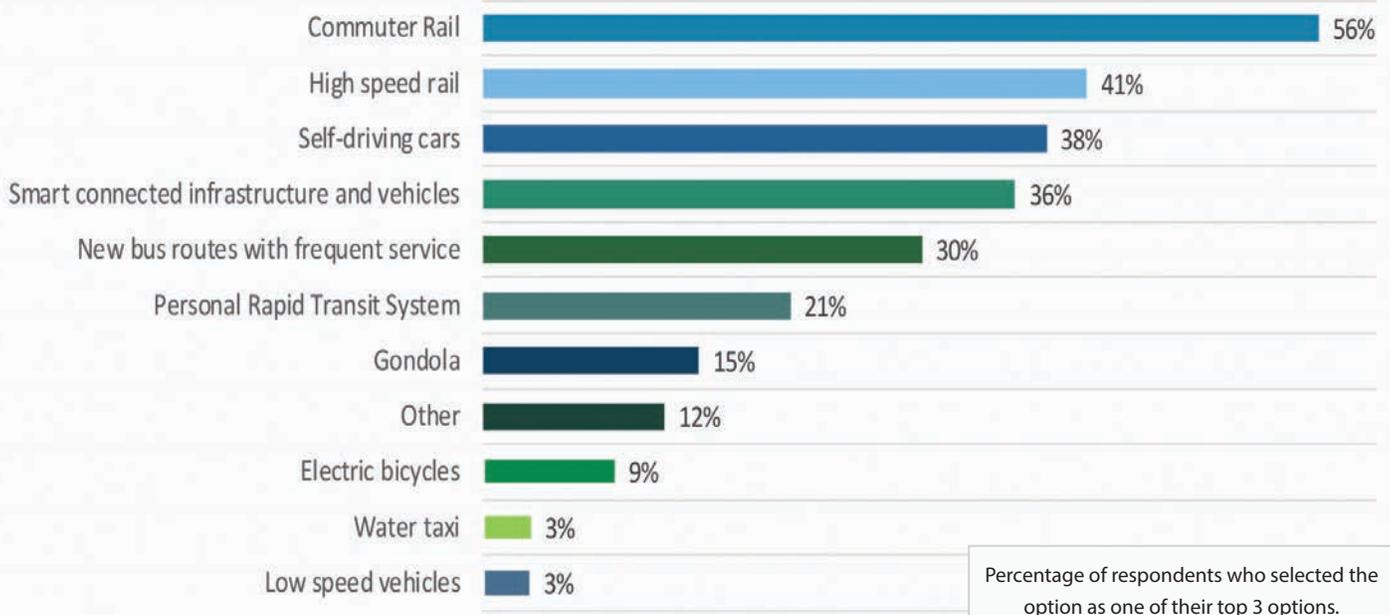
Survey Highlights

The survey included several questions which identified how participants are currently using the transportation system, how participants would like to use transportation in the future, and what are the participants priorities regarding transportation. Full survey results are included in the Appendix section of the report. Below are highlights of several preference and priority questions.

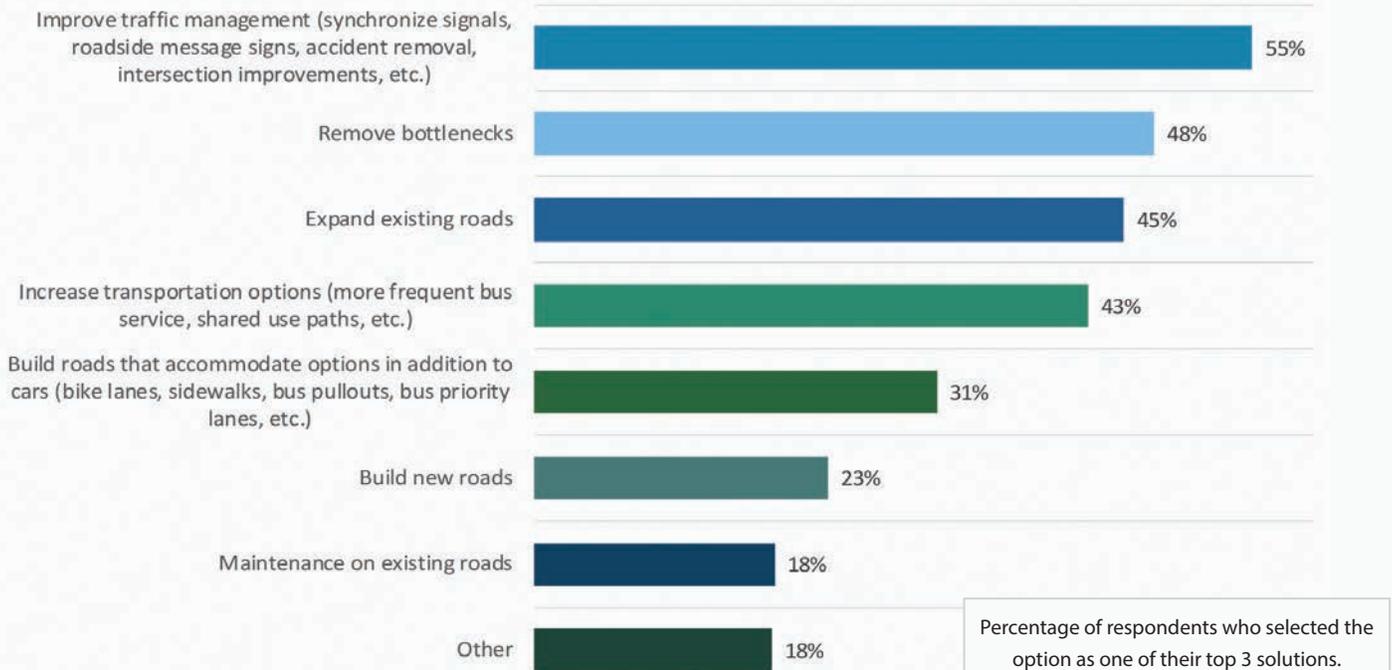
What are your top 3 concerns regarding transportation? Please select up to 3.



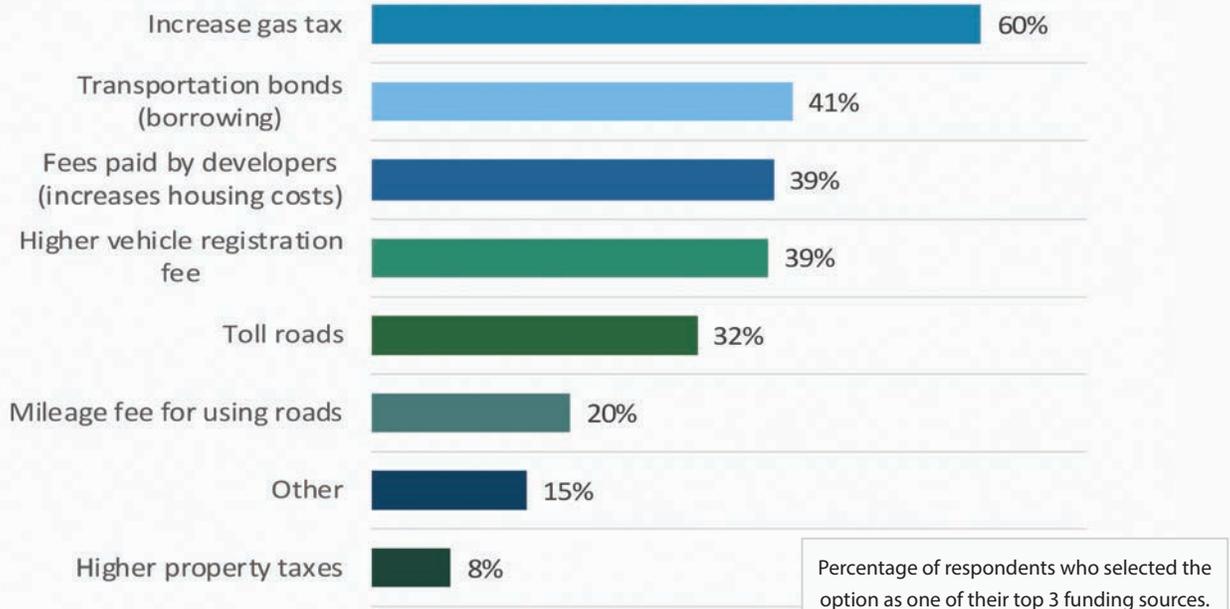
What potential future transportation options interest you the most? Please select up to 3.



What are your top 3 solutions to transportation concerns? Please select up to 3.



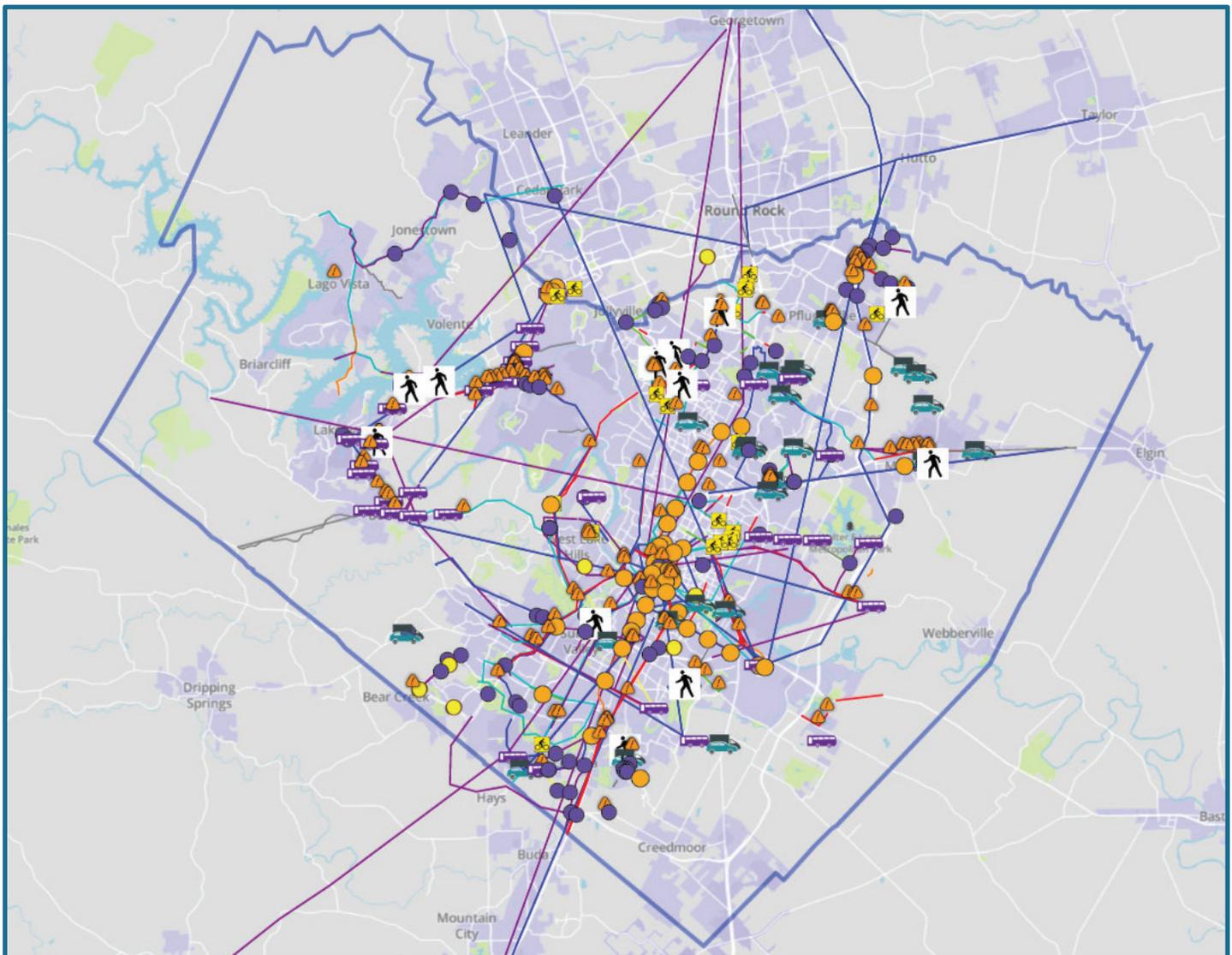
Which revenue sources for transportation funding do you most support? Please select up to 3.



WikiMapping

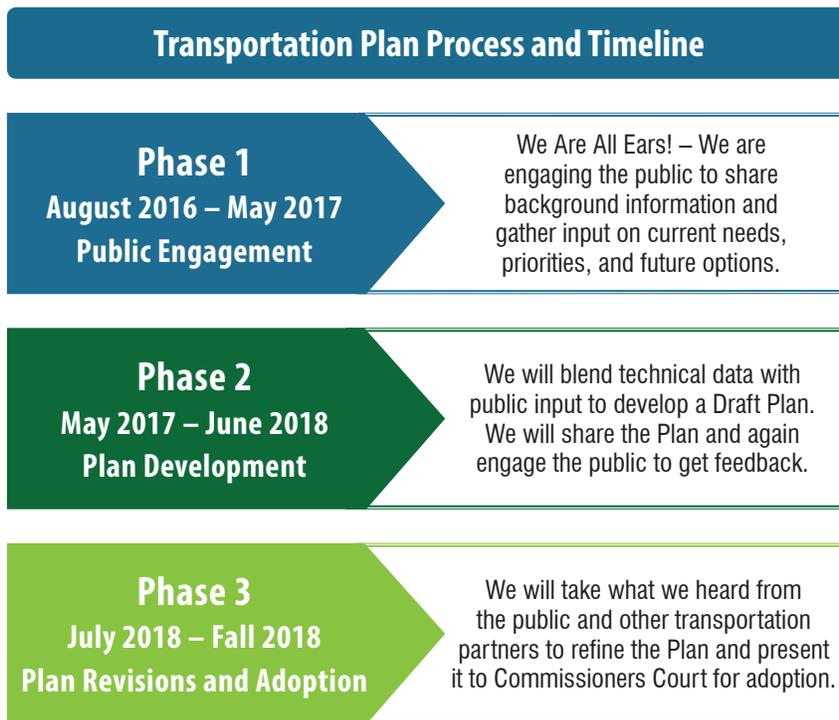
Wikimapping was used to give community members an opportunity to share location specific comments, and provide feedback on other people's comments. Users had the ability to select from several different transportation related categories and could place a point or draw a specific route on the map and provide detailed comments for them.

| 582 Comments Collected | | |
|---|--------------------|-----------------|
| Comment Category | | No. of Comments |
|  | Congested Area | 177 |
|  | Public Transit | 61 |
|  | Biking Facilities | 58 |
|  | Road Conditions | 39 |
|  | Walking Facilities | 39 |
|  | What I Need | 145 |
|  | Miscellaneous | 54 |
|  | What I Like | 9 |



Purpose and Goals

Travis County is developing a local transportation plan to identify transportation needs and solutions, incorporate future options and choices, and prioritize improvements in the unincorporated areas of the County. This Plan will define priorities through the year 2045, with an emphasis on what we need today and in the future. This Plan further defines the transportation component of the Land, Water & Transportation Plan (LWTP) that was adopted in 2014 to balance development and transportation planning with natural resource conservation.



Prior to developing the Transportation Plan, the County wanted to engage the public to understand their needs and priorities today and in the future. The Public Engagement Plan was created to identify the goals and outline the strategies to effectively incorporate public input into the development of the final product. The public engagement process was led by the Transportation and Natural Resources Department with support from CD&P.

Public Engagement Goals

- Create public awareness of the Transportation Plan and public engagement process
- Provide an open and transparent process throughout the planning effort
- Provide a variety of accessible opportunities and options for participants to get involved
- Focus on reaching the public where they already gather
- Gather input on transportation priorities, options, and preferences
- Obtain input from geographically and demographically diverse set of participants
- Provide engaging interactions that facilitate collecting the most valuable input

Collecting Input

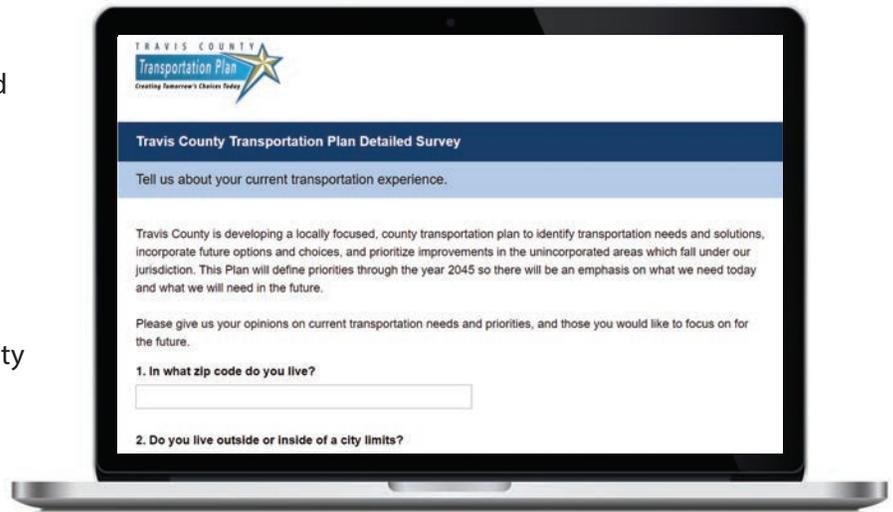
Many tools were utilized to provide convenient and easily accessible opportunities for the public to share their input. These tools were available to use at community and public meetings and online.

Surveys

The team developed surveys to gather input from the community on current transportation needs and what options individuals would like the County to focus on in the future. The surveys were developed in English and Spanish and both a brief version (taking around 3–5 minutes) and detailed version (taking around 10–12 minutes) were made available as handouts at community gatherings and online.

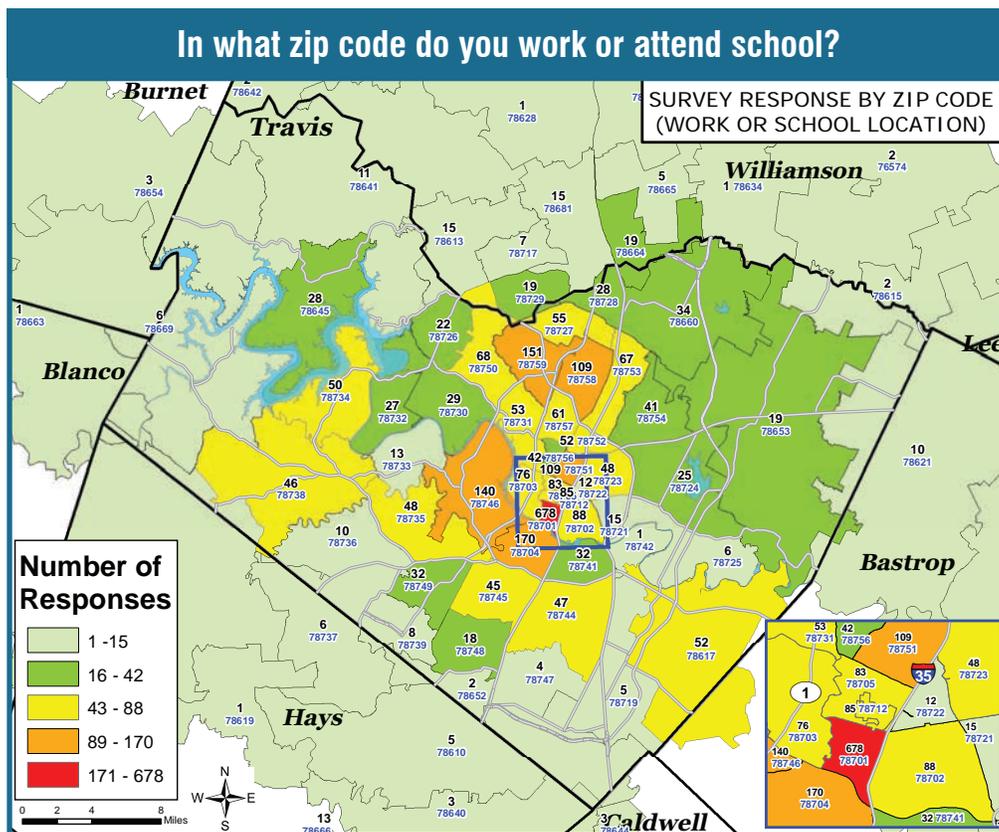
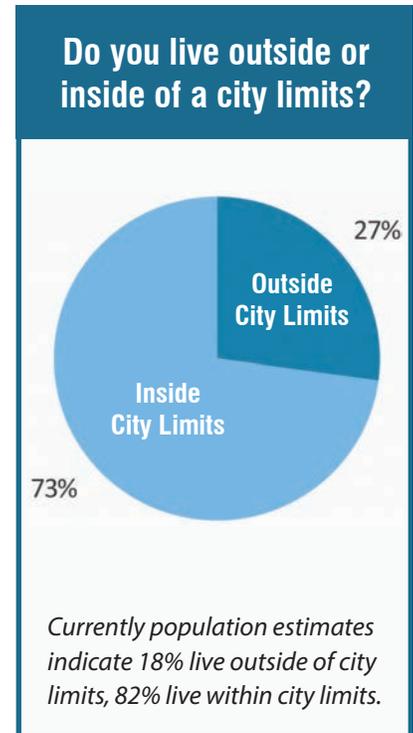
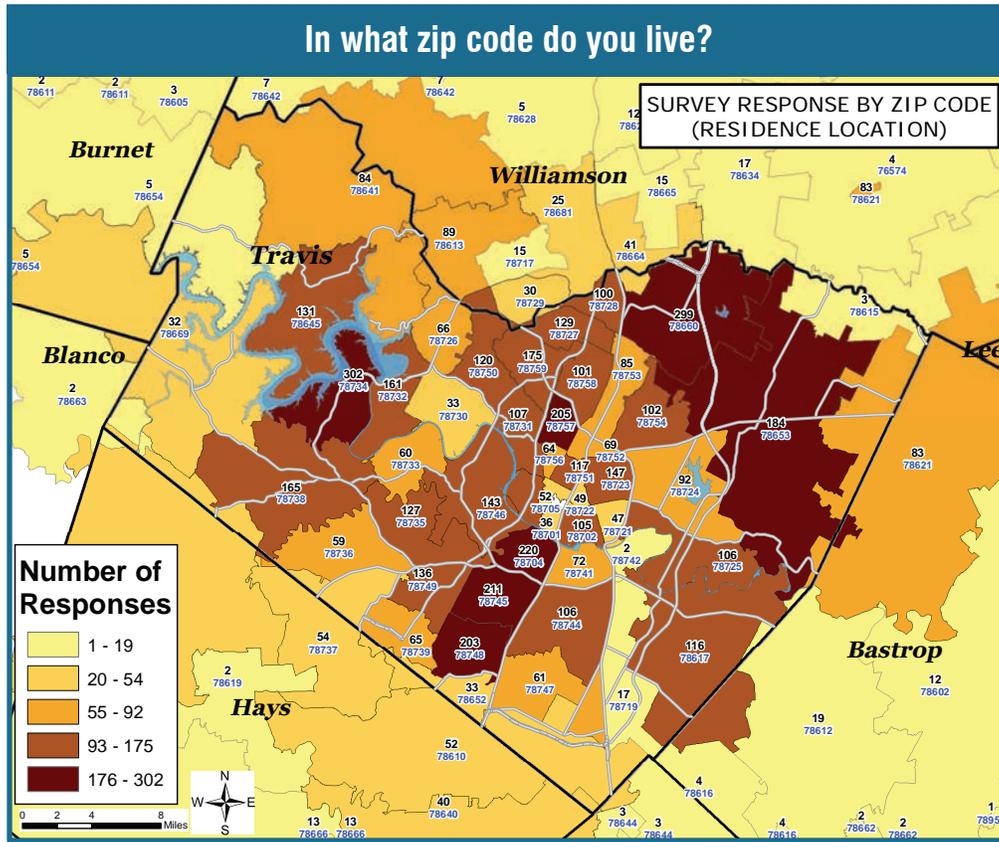
Participation in the survey was promoted everywhere the County was conducting outreach including:

- Project web pages in English and Spanish
- English and Spanish social media posts and advertisements
- Email updates to database
- Outreach calls to community groups
- Community meetings, events, and public meetings
- On site locations throughout the community
- Distribution to Foundation Communities residents
- Meals on Wheels distribution to clients
- Staff visits to Travis County Community Centers in eight different locations

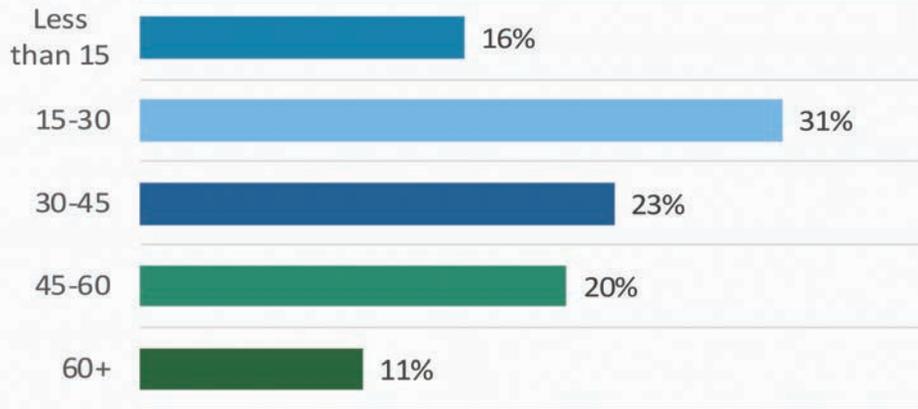


Survey Results Summary

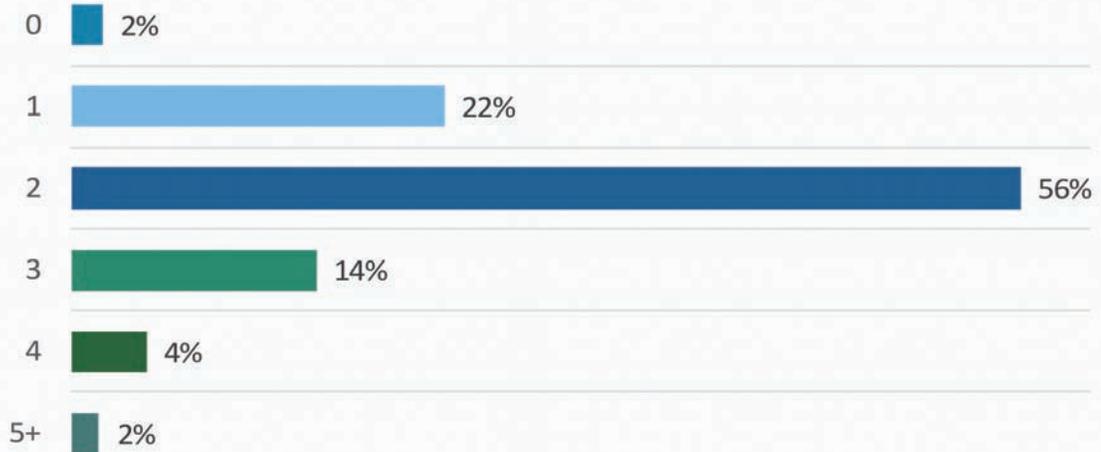
The following survey results are representations of all surveys combined. Input shared in other categories and open ended questions have been summarized and full results are included in the appendix.



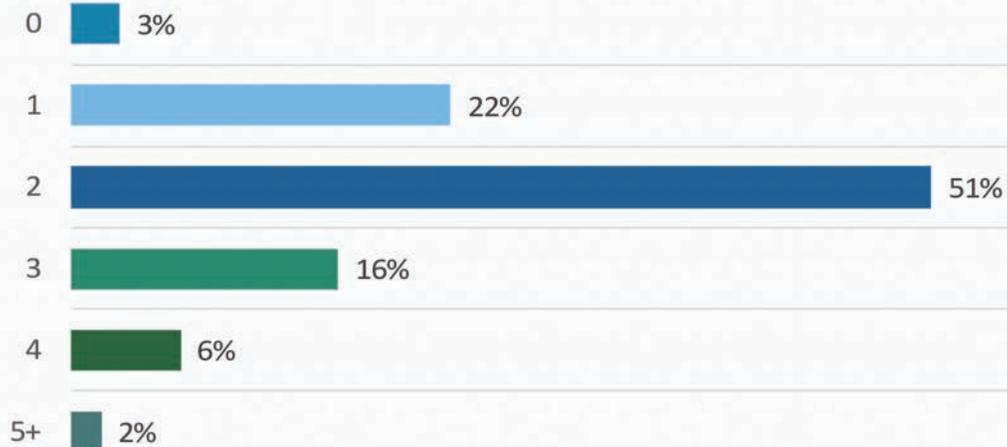
How many minutes does your travel to work or school usually take?



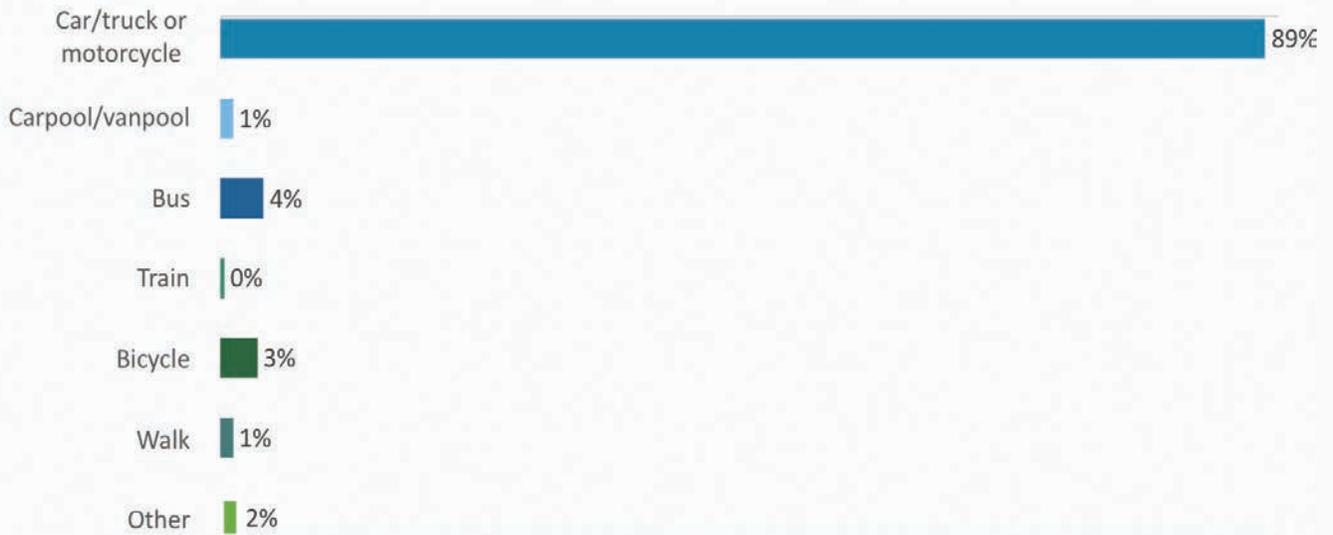
How many vehicles are in your household?



How many vehicles do you think you will have in 10 years?



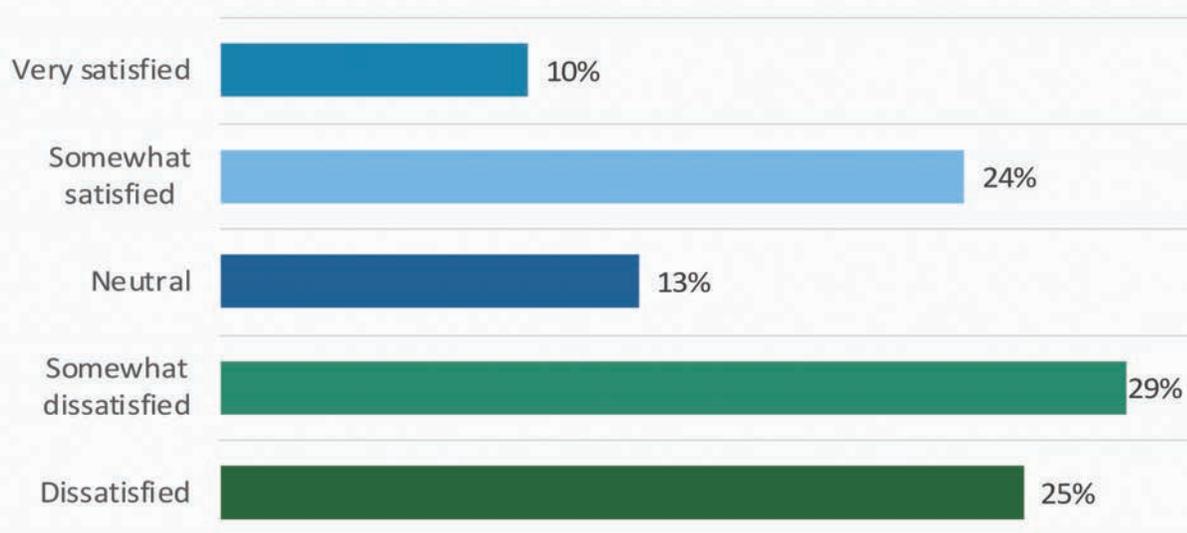
What is your primary type of transportation?



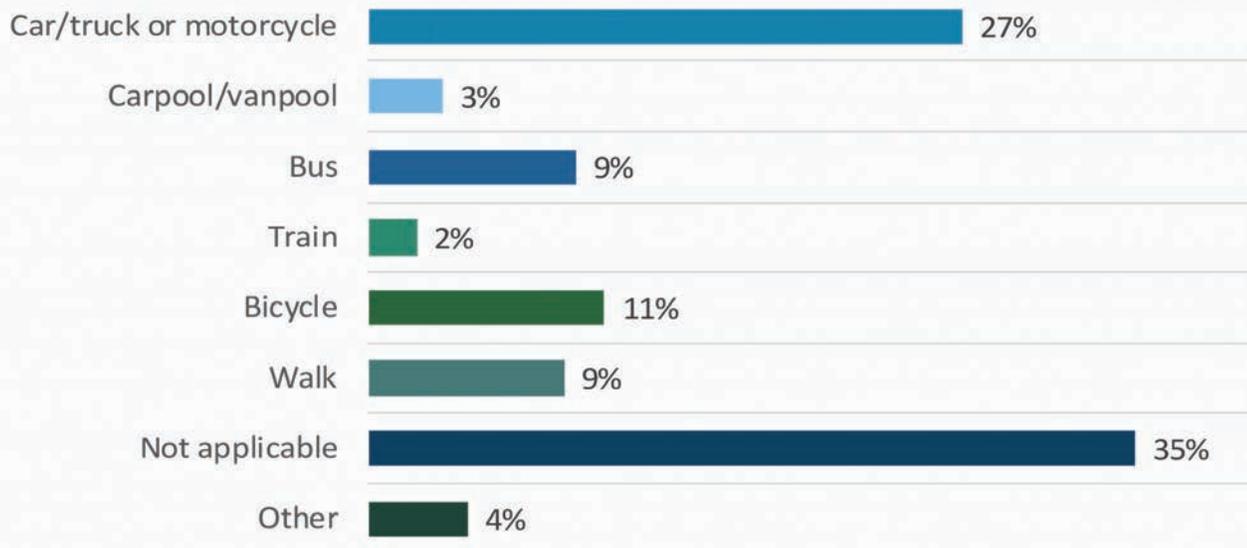
Other Response Summary

| | |
|--|---------------|
| Combination of modes (e.g. bike to bus stop) | Park and ride |
| Telecommute/work from home | CARTS |
| Ride share/get a ride/ride service | MetroAccess |
| Use different modes depending on circumstances | |

On most days, how satisfied are you with your ease of travel using your primary type of transportation?



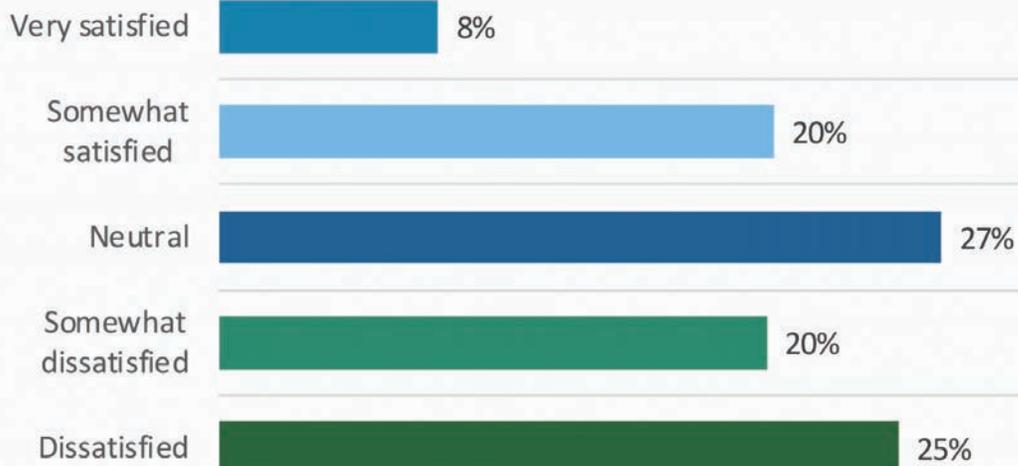
What is your secondary type of transportation?



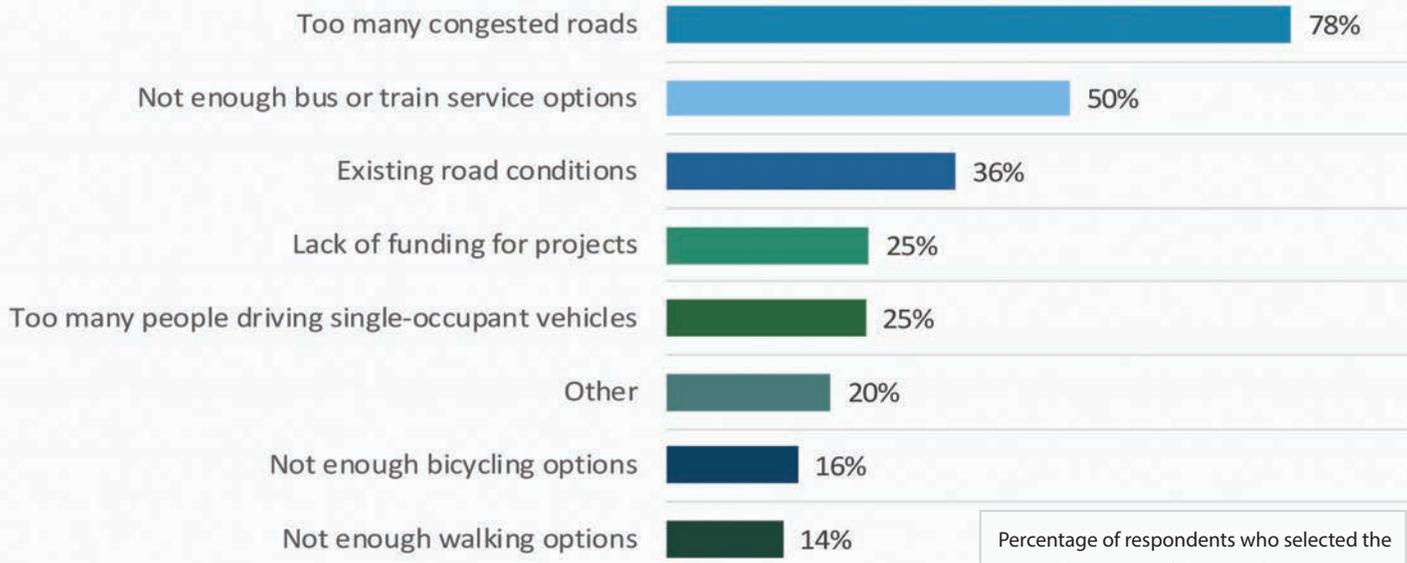
Other Response Summary

| | |
|------------------------------------|--|
| Ride share/get a ride/ride service | Use different modes depending on circumstances |
| No other options available | Telecommute/work from home |
| Taxi | Combination of modes (e.g. bike to bus stop) |

On most days, how satisfied are you with your ease of travel using your secondary type of transportation?



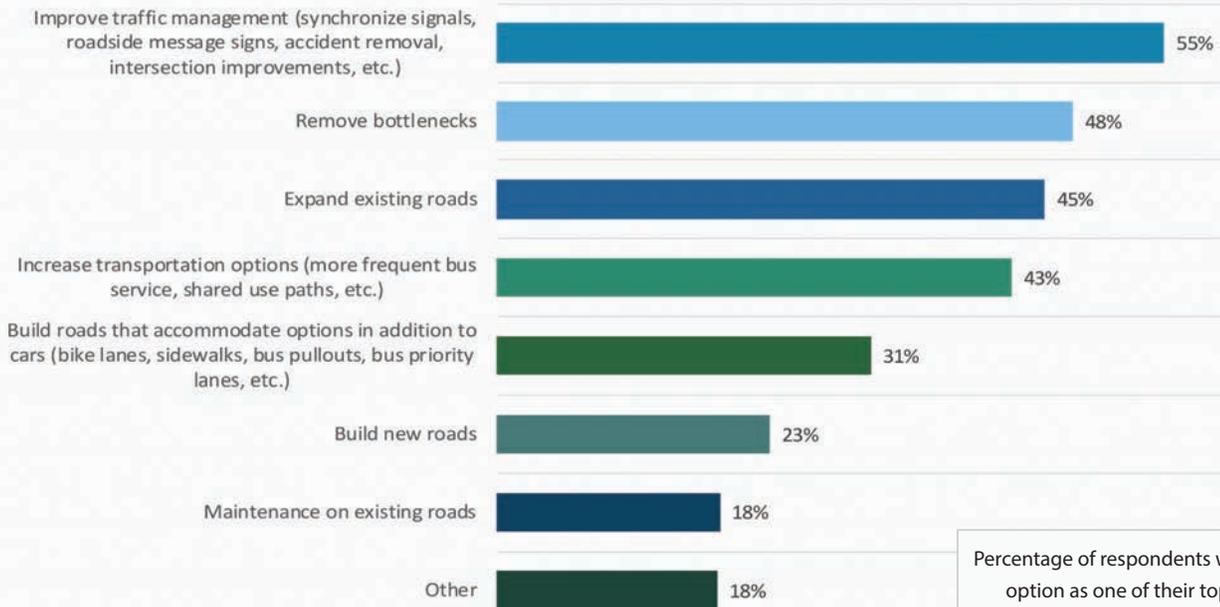
What are your top 3 concerns regarding transportation? Please select up to 3.



Other Response Summary

| Concerns with existing roadways | Many comments concerned with causes of traffic congestion |
|---|---|
| Lack of traffic signal timing | Lengthy construction projects |
| Lack of overpasses and too many signals on highways (Loop 360, RM 620, US 290, SH 71) | Concern there are not enough traffic lanes |
| Need for more turn lanes and longer turn lanes at major intersections | Concern there are too many single occupancy vehicles |
| Concern there are not enough roadways | Bike related comments |
| Need alternatives to I-35, RM 620 | More bike accommodations needed |
| Need more highways in general that connect to each other | Comments in favor of separate bicycle lanes and paths |
| Need highway that moves traffic east/west | Concern for losing car traffic lanes to bike lanes |
| Too many roads are toll roads and tolls are too expensive | Concern too much emphasis is placed on a mode that few people can or will use |
| Concern with availability of other transportation options | Transit and public transportation comments |
| Ride sharing availability has decreased | Buses take too long and don't take users where they need to go |
| Not enough options for disabled and aging population | No public transportation available in many areas |
| Alternatives to car are not available in many areas | Buses block traffic lanes and need pull offs |
| Safety concerns including | More park and rides needed |
| Unsafe or distracted driving behavior | More mass transit options needed |
| Lack of enforcement of traffic laws | Need an expanded rail system |
| Increase in neighborhood cut-through traffic | Transportation planning comments |
| Unsafe conditions for bicycles and pedestrians | Developments are built without plans for transportation infrastructure |
| Safety concerns in several noted areas: SH 71, RM 620, FM 1431, FM 969 | There is a lack of transportation planning |
| | Implementation takes too long |

What are your top 3 solutions to transportation concerns? Please select up to 3.



Other Response Summary

Support for increasing transportation options including:

- Alternate work hours and telecommuting
- Expanding transit options
- Exploring newer technology for alternative modes (self-driving cars)
- Encourage ride sharing and carpooling

Building new roads to accommodate car traffic

- New connections among highways
- New routes or bridge from western Travis County
- Completing a loop around Austin
- Providing alternate routes for north/south and east/west travel

Support for transit options and improvements

- Desire for mass transit options that serve a greater number of people
- Desire for rail service that serves both the Austin area, suburban areas, and nearby cities
- Expanding bus service in Austin and to Austin from suburban areas and nearby cities
- Noted specific bus lines are not frequently used and the current system has service inefficiencies
- Many responses in favor of rail noted that system should be elevated or a subway type so it isn't slowed by other street level traffic
- Need for more parking near transit and park and rides

Completion and maintenance of sidewalks

Support for improving traffic flow on existing networks including:

- Signal synchronization and sensors
- Adding turn lanes
- Adding overpasses at high traffic intersections particularly Loop 360 and RM 620

Need for public education and greater law enforcement

- Addressing driver courtesy, merging, and alternative options
- On distracted driving issues, obeying traffic laws (including cyclists)

Toll comments

- Lower or eliminate tolls
- Encourage truck traffic to use toll roads rather than I-35

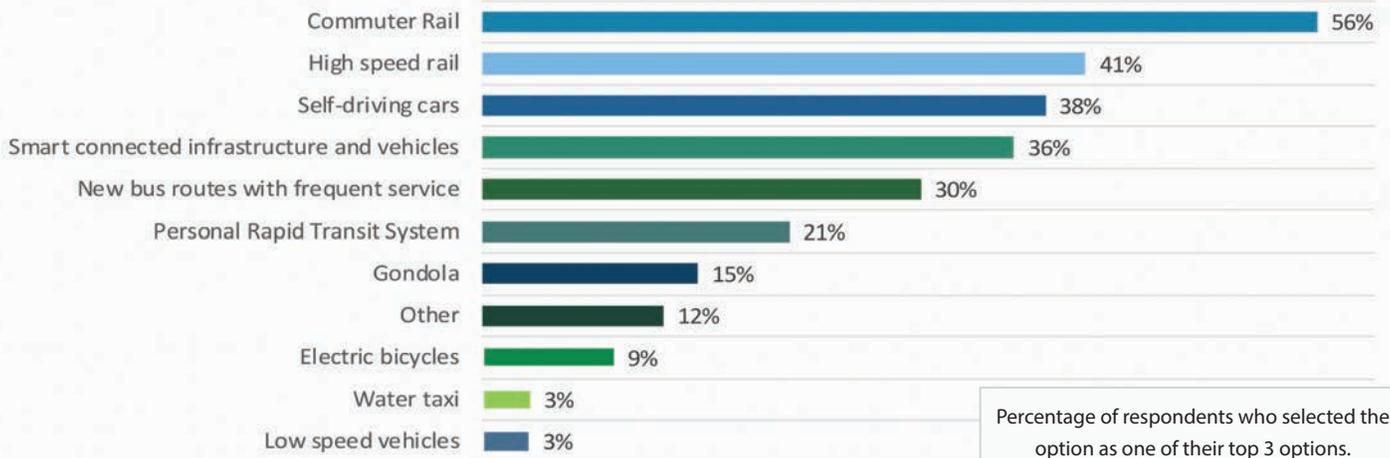
Addressing bicycle accommodations

- Provide more bike lanes
- Support for separate bike facilities/avoid adding bike lanes on existing roads
- Desire to not reduce vehicle lanes to accommodate bike lanes

Encourage developments to accommodate the accompanying traffic

- Incentivize employment centers so people can work near their homes and encourage employment centers outside of Austin/downtown

What potential future transportation options interest you the most? Please select up to 3.



Other Response Summary

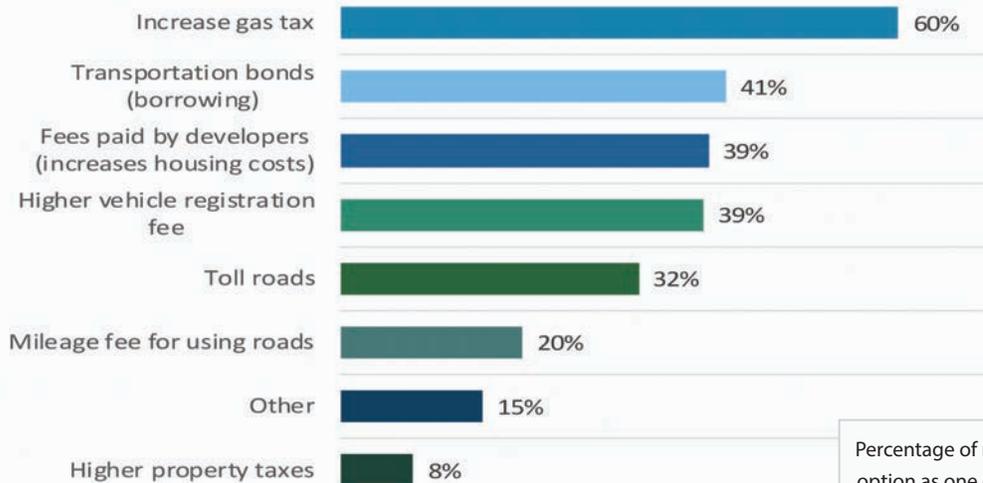
Different varieties of rail including commuter and high speed options

Prioritize personal car travel improvements with more and expanded roads

Rail options should be implemented off street level (subways, elevated trains)

Ride sharing including self-driving cars; improving ride sharing technology and apps

Which revenue sources for transportation funding do you most support? Please select up to 3.



Other Response Summary

Manage existing fund efficiently and focus on projects that have the greatest impacts

Require more funds from developers and reduce tax incentives

Do not want an increase in property taxes

Use existing state tax funds such as cigarette, alcohol, and lottery; tax other items

Tax or impose fee based on miles driven, single occupancy vehicles

Fees for non Travis County residents

Reduce subsidies for transit options and charge higher use fees (fares)

Tax businesses and corporations

Use funds from other programs to fund transportation (social programs)

Please provide any other comments you would like to share on transportation in Travis County.

More than 2,900 responses and general comments were shared in the survey and via email. Many responses contained comments on more than one topic, resulting in approximately 6,000 comments. This is a brief overview of the 6,000 comments. Please see the Appendix for a more detailed summary and a list of all comments received, sorted by residence zip-code.

Location Specific Comments

- Approximately 900 comments referred to a specific location. These are listed in a separate table in the Appendix, sorted by residence zip code.

Roads

- Comments indicated considerably more support than opposition to expanding existing roads.
- Comments also noted slightly more support than opposition to building new roads.
- Many comments expressed significant opposition to toll roads.
- Comments also indicated an overall need to improve road maintenance.

Traffic Management

- Many comments recommended implementing traffic management strategies as a first step to improving the transportation system. Some strategies recommended were: traffic signal synchronization, traffic flow improvements, turn lanes and other intersection improvements, bottleneck removal, increased speed limit and traffic law enforcement, improved signage and road markings, access management, accident management, truck traffic management, construction management, special events management, traffic calming, technology solutions, and policies and educational campaigns.

Congestion

- Many comments indicated that we need congestion relief. Congestion and travel time reduces hiring and employment options, affects decisions on where people live, and impacts quality of life.
- Some commenters noted that the region cannot build its way out of congestion, new lane miles are only a short-term solution as they will fill up quickly due to demand.

Safety

- Many commenters thought that safety should be the highest priority for identifying projects for improvement, and expressed a need to increase road safety. Commenters also requested: safer bicycle facilities, extended train hours to reduce drinking and driving, bus stop and intersection improvements, evacuation routes and road flooding improvements, and increased enforcement.

Public Transit

- Some commenters believe that public transportation is an important strategy for improving transportation for all residents, while others do not believe that public transportation is a viable strategy.
- Overall, commenters strongly supported more/better transit options and offered suggestions.

Rail

- By more than a 5 to 1 margin, comments supported increased investment in some type of fixed rail option rather than none at all (i.e. more roads, not rail).
- A significant number of comments requested changes to operations of the existing Capital Metro Red Line, mostly for longer operating hours, more frequency and more capacity at Cap Metro Park and Rides associated with the Red Line.

Bicycle and Pedestrian

- Comments supporting bicycling and identifying needed improvements and those opposed to bicycling on roads or providing for improvements were evenly split.
- Some comments support multi-modal roads, while others support a focus on cars and oppose taking lanes or wasting money on bicycle and pedestrian projects.
- Comments identified safer bicycle facilities as the most needed improvements. Separated and/or protected facilities were frequently recommended, as was bicycle education and traffic law enforcement.
- Comments noted that walking conditions are dangerous, and more/better pedestrian infrastructure (sidewalks, trails, pedestrian bridges, crosswalks, pedestrian signals and signage) is needed. Sidewalk maintenance also needs to be improved.

Future Options

- Several comments supported gondolas, while some comments were opposed to gondolas. Several comments supported monorail, autonomous vehicles and mass transit. Some comments supported more bike and rail facilities, personal rapid transit (PRT), ride-sharing, water taxi and electric bikes.
- Some comments indicated that other options are needed or the options listed won't help.

Travel Demand Management

- Comments supported using demand management strategies to reduce travel demand. The top five strategies identified by commenters were: ride-sharing, more transit, telecommuting and working from home, staggered work hours and flex-time, and carpools or vanpools.

Growth, Land Use and Affordability

- Many comments noted that the transportation system is lagging behind growth, causing significant and widespread congestion. Several commenters recommended not allowing any new building in areas that are already congested until the traffic issues are solved and the roads are adequate to support new development. Others recommended not allowing building right up to the road in order to leave room for future road improvements.
- Several comments noted that transportation, land use and affordability are interconnected and should be treated as such. Commenters recommended more mixed use and higher density developments, nodes of urban density connected by transit, and improved zoning to accommodate more land use and housing options.
- Several comments indicated that affordability is affecting transportation. Many middle/lower income and disabled people can't afford to live in Austin anymore and are moving outside the city, causing long commutes, more traffic, and transportation problems due to the lack of transit outside Austin.

Planning and Implementation

- Many comments noted that transportation planning is way behind the curve. It's time to quit conducting studies and take action, just do something NOW.
- Several comments also noted that most people drive cars, we need to plan for them.
- Other comments noted the need for a regional plan, and coordination between transportation entities while planning and constructing facilities to avoid mismatched facilities and several major roads in an area under construction at the same time.
- Several comments recommended planning short and long-term to fix current problems while adequately preparing for the future.



Environment

- Several comments focused on vehicle emissions, air pollution and health problems.
- Some commenters supported protecting green-space, parks, preserves, conservation areas, creeks, rivers, trees and wildlife. Other commenters indicated that people are more important than preserves and endangered species, so we should build roads and move traffic.
- Comments suggested planting drought tolerant plants and trees in medians and along roads.

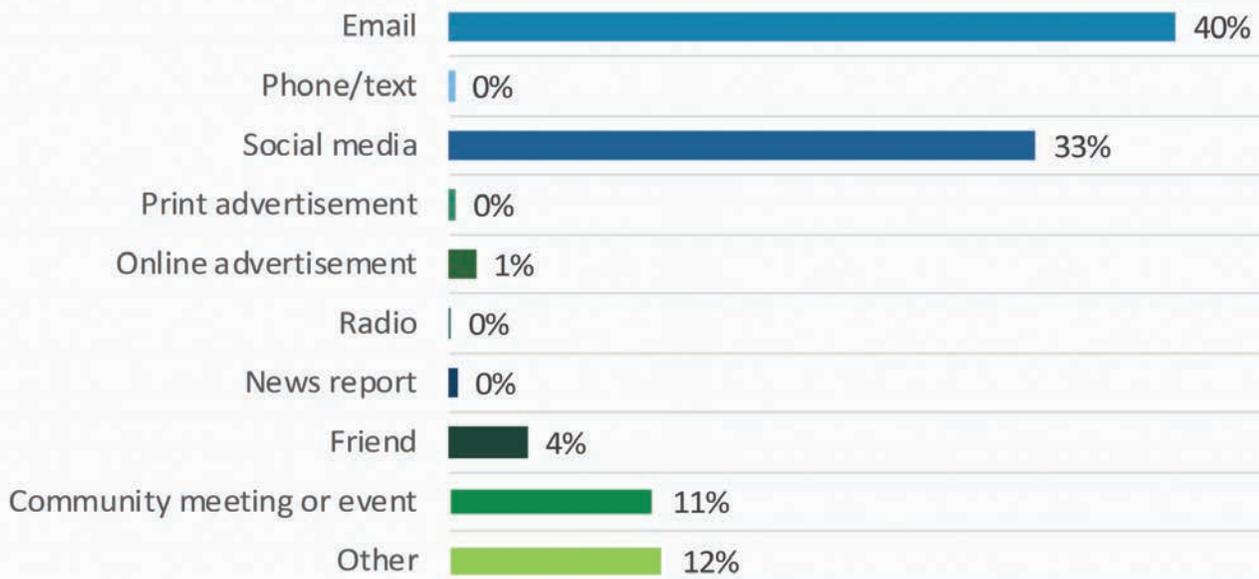
Low Income, Disabled and Elderly

- Commenters noted the need for more easily accessible, frequent and affordable transit or other transportation services throughout the County for those that cannot drive or do not have access to a vehicle.
- Disabled and elderly residents with physical limitations may need special services. Low-income residents need access to employment destinations and 24-hour or late night transit services for travel to/from shift work employment.

Funding

- More comments oppose than support using tolling or property tax to fund transportation improvements.
- More comments support than oppose increasing the gas tax, mileage or usage fees, developer fees, bonds and vehicle registration fees to fund transportation improvements.
- Several comments suggested other fees or funding strategies.

How did you hear about this survey?



Was this survey easy to understand?



Did this survey allow you to express the transportation issues that are important to you?



Other Response Summary

- Need explanations of future options
- Survey is biased toward alternative types of transportation
- Need explanations of funding types

Other Response Summary

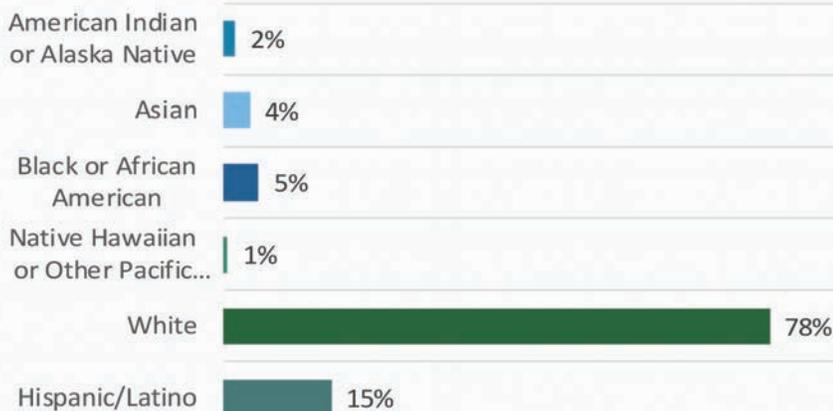
- Survey wasn't detailed enough
- Commute related questions didn't address the retired and those that work from home
- Didn't provide opportunity to comment on problems at specific locations
- Questions were written to illicit responses that the County and City want
- Would have liked to pick more than 3 in the top 3 questions

Please provide any other comments you would like to share about the public engagement program

Public Engagement

- More comments praised the survey than found fault with it.
- A significant number of comments expressed the desire to be able to access the survey results and receive continuous feedback about the planning process in the future.
- About one-fifth of the comments expressed suggestions/concerns about meeting locations/time/staffing /etc.

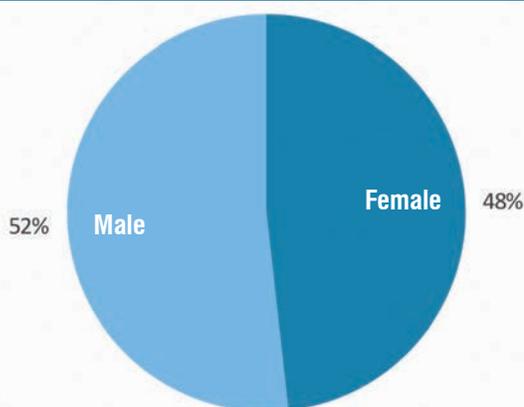
What is your race/ethnicity?



Travis County 2015 Census Bureau Population Estimate

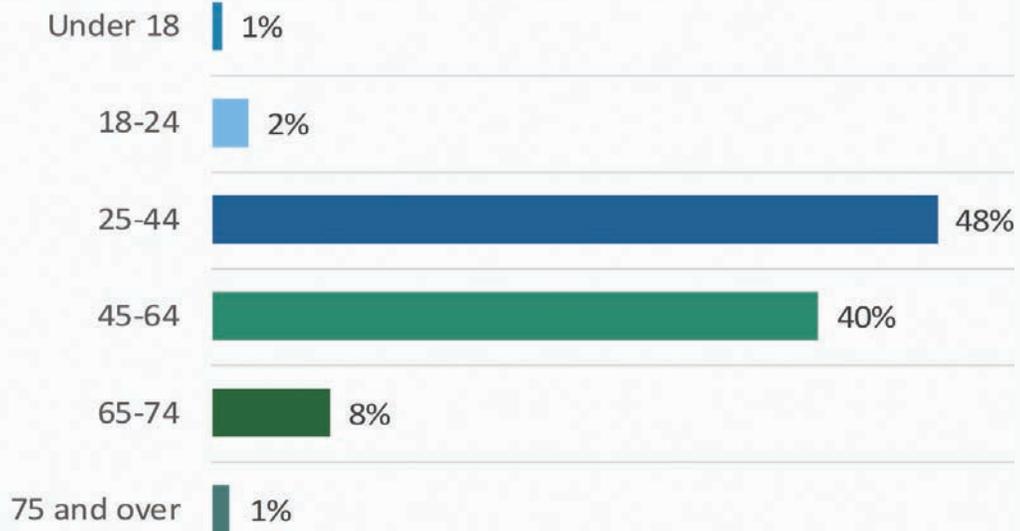
| | |
|-------------------------------------|----------|
| American Indian or Alaska Native | – 1.3% |
| Asian | – 6.7% |
| Black or African American | – 8.9% |
| Native Hawaiian or Pacific Islander | – .1% |
| White | – 80.5 % |
| Hispanic or Latino | – 33.9% |

What gender do you identify with?

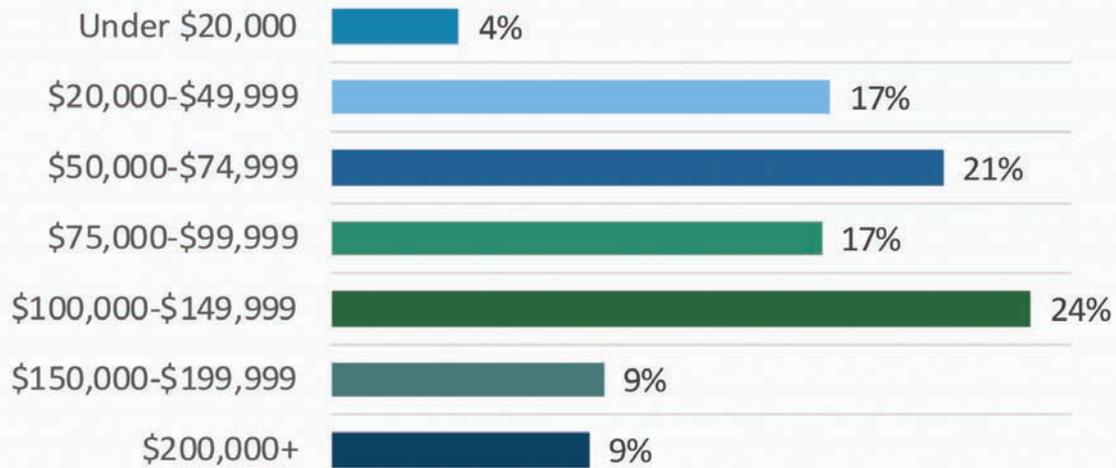


Travis County 2015 Census Bureau Population Estimate: 50.4% male, 49.6% female.

What is your age?



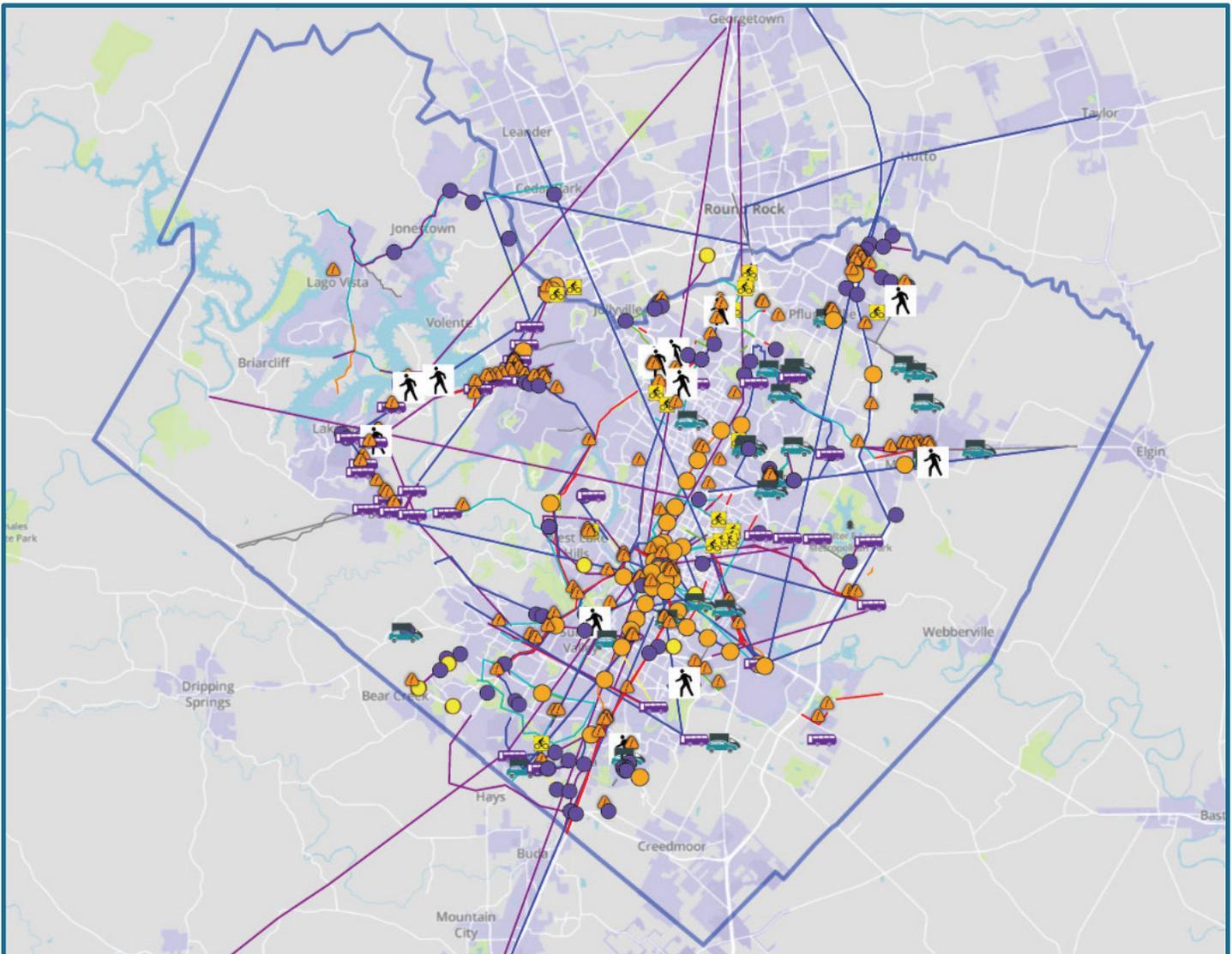
What is your annual income?



WikiMapping

An online WikiMapping page was created to allow stakeholders to give location-specific input and feedback on Travis County’s transportation network. This interactive tool provided a legend of icons and color-coded lines to indicate input categories, such as: What I Like, What I Need, Road Conditions, Congested Area, Walking Facilities, and Biking Facilities. Users had the opportunity to mark routes or points within Travis County and add written comments, as well as see and respond to input from other users. 582 comments and suggestions were shared in the WikiMap. A full comment report is available in the appendix.

| 582 Comments Collected | | |
|---|--------------------|-----------------|
| Comment Category | | No. of Comments |
|  | Congested Area | 177 |
|  | Public Transit | 61 |
|  | Biking Facilities | 58 |
|  | Road Conditions | 39 |
|  | Walking Facilities | 39 |
|  | What I Need | 145 |
|  | Miscellaneous | 54 |
|  | What I Like | 9 |



The Wikkimapping tool allowed the team to identify a heavy concentration of comments in certain areas. The topics and areas frequently commented on within or partially within the County's jurisdiction are noted below.

RM 620/RM 2222 Area

- Congestion along both roadways
- Public transit needed
- Safety
- Signal timing improvements needed

620 Corridor

- Public transit needed
- Congestion along corridor, particularly between Bee Cave and Lakeway
- Walking facilities needed
- Safety
- Signal timing improvements needed

Bratton Lane

- Bike lanes needed

SH 45/SH 130 area

- Congestion along frontage roads
- Intersection improvements needed
- Rail needed along corridor
- Exiting traffic merging causes congestion

290 E/Manor area

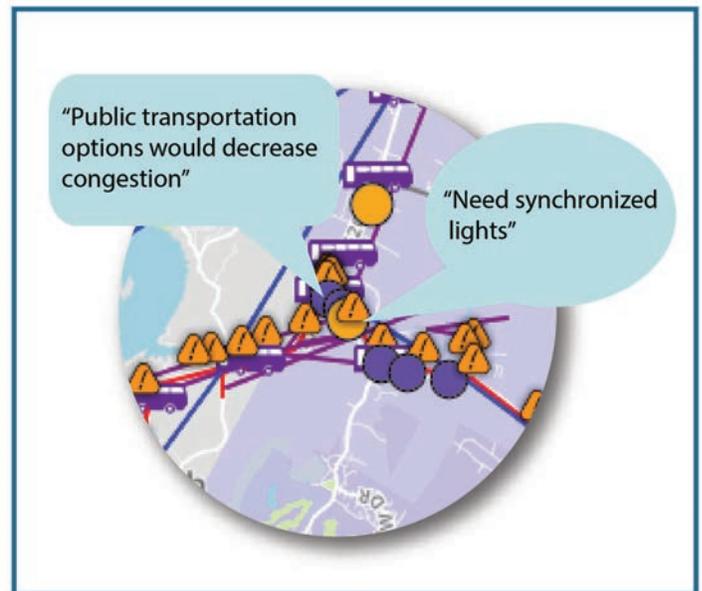
- Public transit needed
- Concern for road conditions
- Intersection improvements
- Signal timing improvements
- Biking and walking facilities along Springdale Road
- Speed limit signage and enforcement

Bluff Springs area

- Speed bumps for neighborhood roads
- Growth leading to congestion
- Intersection improvements
- Walking facilities needed

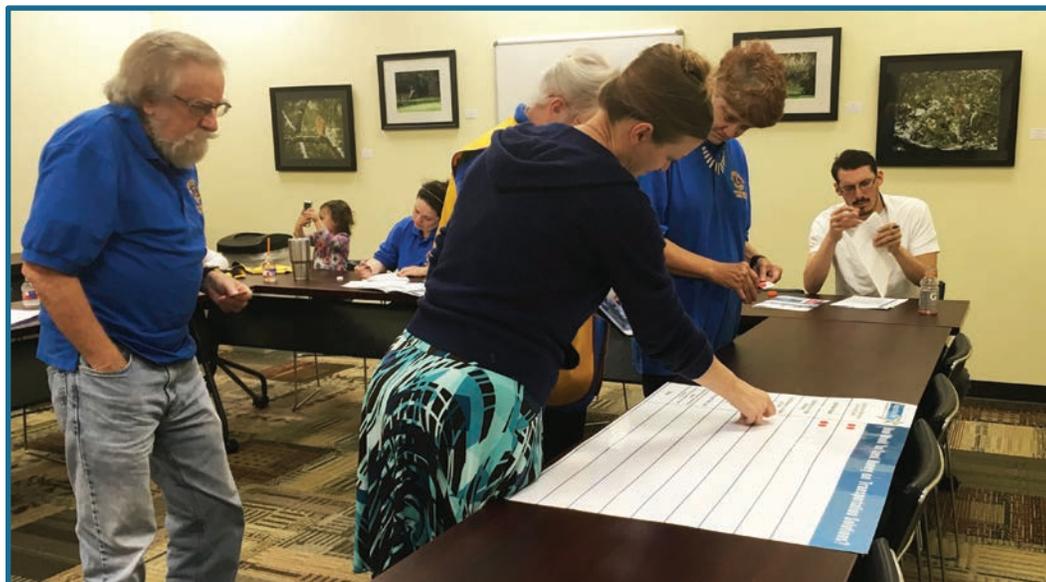
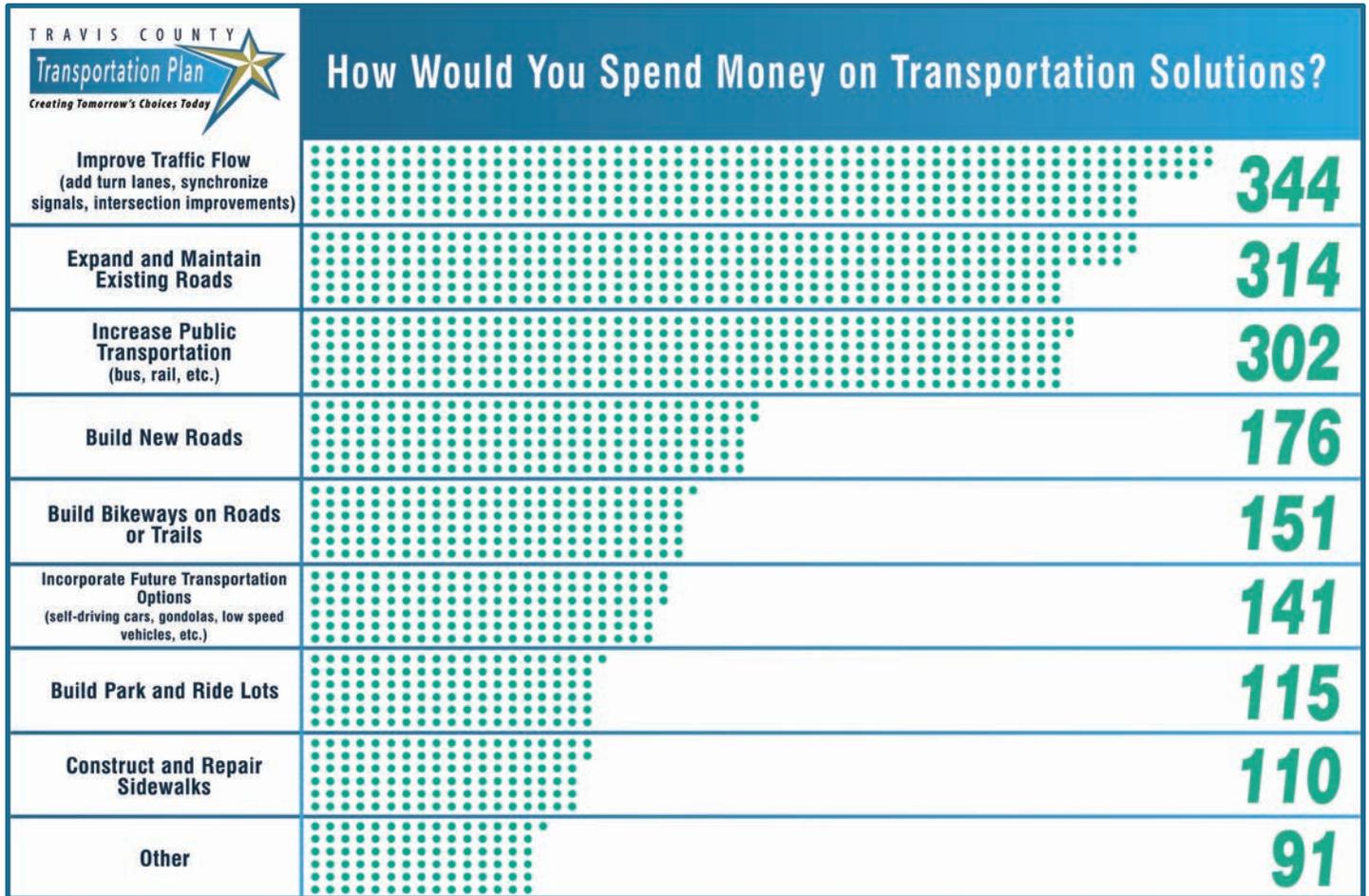
Manchaca area

- Add shoulders to Twin Creeks
- Widen FM 1626
- Public transit needed
- Congested area
- Walking facilities needed
- Biking facilities needed
- Widen Manchaca Road



Budgeting Exercise

The team developed a budgeting exercise to provide the opportunity for participants to prioritize types of transportation improvements. Participants were given ten stickers representing the County transportation budget and were asked to prioritize options based on what they believe the County should spend money on. The exercise was conducted at community meetings, events, and at the public meetings. Over 160 members of the community participated in the budgeting exercise.

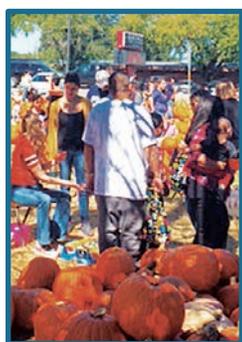


Meetings

To provide convenient opportunities for the public to get involved, this process included both attending different meetings around the community and hosting meetings to share information and collect input.

Community Meetings and Events

The public engagement program centered on participating in community meetings and events hosted by other community organizations. The intent was to provide convenient access to participate and reach people where they were already gathering, rather than asking them to attend a separate meeting to learn more. The team identified community gatherings and asked to either set up an information table or speak at these events. This approach provided the County with the opportunity to interact with and collect feedback from many community members that would not normally attend a traditional public meeting. Emphasis was placed on identifying events that occurred or drew residents from within the unincorporated areas of the County. Team members brought informational exhibits, fact sheets, surveys, and gave presentations at the following events:

| Community Meetings and Events | | | |
|--|--|---|---|
|  | City of Austin Transportation Fair | Bee Cave - Spicewood Rotary Meeting |  |
| | Austin Colony Neighborhood Community Fair | Travis County Juneteenth Event | |
| | Travis County East/Northeast Community Resource Fair | Elroy Community Coalition Meeting | |
| | Travis County South/East Community Fair | South Austin Lions Club Meeting | |
| | Del Valle ISD Back to School Event | Wells Branch Community Meeting | |
| | Braker Lane North Extension Public Meeting (TxDOT) | Elroy Community National Night Out |  |
| | Dove Springs CDBG Community Meeting | Austin Chamber Transportation Committee Meeting | |
| | Lake Travis Chamber of Commerce Luncheon on Transportation | City of Pflugerville Rowe Lane Public Meeting | |
|  | Manchaca United Methodist Church Fall Festival | Coffee Jolt with Judge Eckhardt | |
| | Leadership Austin Engage Breakfast | Envision Elgin Meeting | |
| | Northwest Kiwanis Club Regular Meeting | Manor Chamber of Commerce Regular Meeting | |
| | East Austin Rotary Club Regular Meeting | Walnut Creek HOA Community Meeting | |
| | City of Pflugerville Weiss Lane Public Meeting | Del Valle ISD - Coats for Kids Community Event |  |
| | Greater Austin Black Chamber State of Black Education in Austin Conference | FM 969 Project Public Hearing (TxDOT) | |
| | Hendrickson High School Football Game (Pflugerville) | Austin - Southwest Rotary Club Regular Meeting | |
|  | Austin Energy Community Resource Fair at Mendez Middle School | | |

Public Meetings

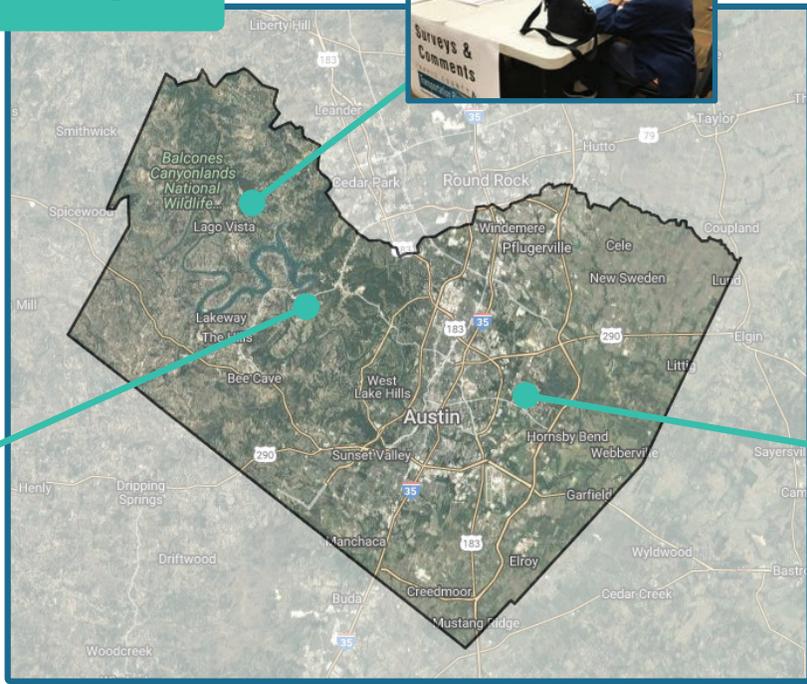
Travis County hosted three open house style public meetings to share planning information and gather input on priorities and needs. The same information was shared at each meeting and the different meetings were held for location convenience. Attendees viewed boards with background information, and large scale maps of roads, transit, bicycle, and pedestrian facilities. They shared their input via the budget exercise, the online WikiMapping tool, by taking the survey, and visiting with staff.

These meetings were promoted using a variety of tools including social media posts, radio ads on a Spanish radio station, print advertisements across the County, email notifications, by working with other agencies, jurisdictions, and groups (such as neighborhood associations) to distribute information, and media releases.

3 Public Meetings



Lago Vista Library
November 29, 6:30–7:30 p.m.
15 attendees



Travis County West Service Center
November 15, 4–7:30 p.m.
13 attendees



Travis County Expo Center
November 17, 4–7:30 p.m.
16 attendees

Interdepartmental and Interagency Meetings

The County wanted to coordinate closely with different County departments and other agencies and jurisdictions to learn about their plans, collect their input, and partner with them in promoting public engagement activities. An interdepartmental meeting was held for County staff with 19 attendees representing 8 different departments. This meeting was held at the beginning of the outreach effort to share information and encourage cross department promotion to the public.

The County also held two interagency meetings to provide local government jurisdictions and agencies the opportunity to learn more about the Plan development process and to provide local coordination and input for consideration. These meetings were held on the same day and location prior to the public meetings. There were 37 attendees representing 30 different local cities, counties, and transportation agencies. The project team gave a presentation and attendees participated in discussions, the survey, budgeting exercise, and a mapping exercise.

Highlights and Input

County Interdepartmental Meeting

- Suggested conducting outreach to small cities and jurisdictions
- Noted we could collaborate with developers
- Focus on unincorporated areas, affordable housing, under served, ethnic and low-income populations; specifically where there are service gaps
- Suggested reaching elderly and disabled with PALS and Meals on Wheels
- Commented on accessibility and using large print and paper surveys
- Suggested we work with ISDs, ESDs, and Parks Department
- Noted environmental concerns such as air quality, flood plains, drainage, and water quality

West Side Interagency Meeting

Challenges

- Congestion
- Safety and visibility issues
- Growth
- RM 620
- Right-of-way needs
- Unimproved roads
- Providing access
- Meeting needs as fast as possible

Suggestions

- Better land use planning
- Coordinating with all entities
- Additional capacity on existing roads
- Purchasing right-of-way



East Side Interagency Meeting

Challenges

- Funding
- Providing transit in unincorporated areas
- Toll roads in lower income areas
- Accidents near the end of the 290 Toll/Manor Expressway
- Providing transportation options to college students
- Road maintenance

Suggestions

- Coordinating with all entities
- Removing toll roads
- Counties participating in Capital Metro to provide more services in unincorporated areas
- Discussed bikes and some felt it was a good option while others thought bikes should not be the focus in unincorporated areas
- Suggested we do additional outreach in Del Valle

Focus Groups

Focus groups were held to discuss unique transportation issues, challenges, opportunities, and preferences in more detail for various community groups. Participation was promoted through outreach to community organizations. These were informal meetings where participants visited about their experiences and what they would like to see in the future. Generally, the following topics were covered:

- Where do you live and how do you travel on a regular basis?
- What is your biggest transportation problem?
- What transportation options are accessible to you and how satisfied are you with them?
- What transportation options would you use today? What options would you use tomorrow?
- Are there activities, career opportunities, or lifestyle desires that are limited by transportation issues?
- Do you receive adequate information about transportation? What would be the most helpful way to engage you and get you more information?

Highlights and Input

Seniors and People with Disabilities

- Rail is needed
- Need more access and improvements in bus and transit service
- Need accessible ride sharing options since there is no replacement for Uber Access
- Expense of living in Austin is forcing people to live further out
- Need to recognize that each disability is unique with different needs
- Provide low technology access as some are not comfortable or don't have access to use online systems or apps
- Need to fund service programs such as Drive a Senior
- More collaboration between providers and connectivity
- More personalized options that can provide door-to-door service
- Transportation is need to get people places and keep these groups in contact with the community – without these programs this population is isolated and voiceless

Technology Industry

- Focus on rail – Rail corridors should make logical connections, consider County owned land for downtown station
- Prioritize options that do not promote car ownership
- Airport bus services need to run earlier and later for work travel
- We need to think bigger and consider solutions for the next 100 years; the recent Prop 1 bond is not enough we need to pool money and mental resources to develop real solutions
- Need access to the core of activity in Austin and then “onion” our way out
- Suggested developing partnerships with different entities such as Austin Tech Alliance to partner on transportation solutions
- Would like to participate in advisory committees and help get the word out

Young Adult (18-24)

- Strong desire for rail
- Don't want to have to rely on cars
- Want face-to-face interactions while traveling
- Want to be involved and learn about transportation at events but also want to see benefits from being involved
- Want to learn about transportation during ride share
- Felt transportation issues and costs limits their lifestyles
- Feel having access to get around = power; people in New York have power even if they don't have a car

Lower Income

- Want better rail connectivity
- Biggest problem is congestion on roads due to construction and overcrowding on transit
- Want more access to park-and-rides and more transit options on weekends
- Feel like they avoid going downtown and miss out on recreational activities because of difficulty and expense of parking
- Suggested using road signs to give information about traffic and construction
- Suggested demonstrating the negative effects of neglecting transportation in outreach to engage participation

Outreach and Notification Tools

A variety of tools were utilized to share information and encourage public participation during this first phase of public engagement. Tools were selected and utilized with a focus on reaching the diverse population that resides or travels through Travis County. Additional outreach was conducted to reach those social justice areas and those with Limited English Proficiency.

Materials

Handouts and Exhibit Boards

Informational materials were developed to provide background and planning information for the public. A project fact sheet and larger-scale display boards were created to share details about the planning process and other factors the County must consider during Plan development. Cards with contact information and web information were distributed at meetings and events so attendees would have access to the project information and survey and could share the information with others.

¡Creamos un plan de transporte LOCAL!

- Un Plan para servir las Necesidades y Prioridades de los Residentes:** Nuestro meta principal es servir a las necesidades del condado de Travis. Por eso, empezamos desarrollando el plan permitiendo escuchar sus opiniones, de la gente que vive dentro y a través del condado cada día. Sus opiniones nos formaron los valores y las prioridades de nuestro plan.
- Un Plan para las Áreas Desatendidas:** Estas áreas están fuera de los límites de la ciudad, donde el condado es responsable para la planificación, financiamiento, construcción y mantenimiento de las carreteras e infraestructura del transporte.
- Un Plan para el Desarrollo en el Futuro:** Este plan del transporte puede dirigir el crecimiento, y desarrollo en el futuro. A medida que cambia el crecimiento social, los desarrolladores necesitan decidir sobre los caminos del transporte.
- Un Plan para el Crecimiento en el Futuro:** La población del condado de Travis crecerá de 1.2 millones hasta casi 1.9 millones antes del año 2045! Necesitamos pensar cuidadosamente sobre cómo creceremos. Con bastante gente viviendo aquí, además de la gente que viene hacia y a través del condado diariamente.
- Un Plan para el Financiamiento:** El financiamiento para el transporte es crucial. Necesitamos identificar las prioridades de necesidad para el presente y en futuro. Este plan se usará para identificar proyectos en el futuro y la mejor manera de financiarlos.
- Un Plan para Proteger la Viabilidad Económica:** Necesitamos que si los empleados no pueden llegar desde y hacia el trabajo o si los productos no se pueden entregar eficientemente, las compañías no quieren a mudarse aquí. Necesitamos tener la habilidad de viajar desde y hacia el condado para ser competitivos económicamente.
- Un Plan para Proteger y Mejorar La Calidad de Vida:** Los residentes necesitan un Plan para el transporte seguro, confiable, y eficiente. A medida que la población aumenta, necesitamos acciones de movilidad para abordar la congestión y duración del viaje.
- Un Plan para Abordar La Calidad de Aire:** El viaje de vehículos es un contribuyente mayor a la contaminación del aire y cambio climático en nuestra región. Necesitamos considerar cuidadosamente las opciones de movilidad que producen menos contaminación y emisiones de gases de efecto invernadero, pero también permitiendo a más gente a viajar.

ABIERTO PARA SUS NECESIDADES

Un Plan para Priorizar Las Opciones de Viaje Disponibles Ahora: ¿En cuáles opciones nos debemos enfocar ahora? ¿Cómo podemos generar más opciones a residentes actuales?

Un Plan para Priorizar Opciones de Viaje Disponibles en el Futuro: ¿En cuáles opciones nos debemos enfocar para el futuro? ¿Cómo podemos ser más para atraer a residentes potenciales que sean disponibles? ¿Cuáles son las Opciones de Viaje Disponibles en el Futuro?

TRAVIS COUNTY
TRANSPORTATION & NATURAL RESOURCES DEPARTMENT

The Commissioners Court is responsible for setting tax rates, administering emergency services, health and human services, criminal justice services, and managing transportation and natural resources.

- Natural Resources: BCP, Land Conservation, Hazard Mitigation
- Parks: Travis County Parks, Parks, Greenways
- Environmental Quality: Water Quality, Air Quality, Recycling
- Permits/Development Services: Development Permitting, Septic Permitting
- Public Works: Capital Improvements, Road / Bridge Maintenance, Traffic Engineering
- Long Range Planning: Transportation Growth Management, GIS / Mapping

TRAVIS COUNTY LWTP
LAND WATER AND TRANSPORTATION PLAN

A comprehensive plan that provides a framework to guide growth and protect critical natural resources in unincorporated Travis County.

TRAVIS COUNTY Transportation Plan
Creating Tomorrow's Choices Today

Develop a plan to prioritize options and guide the County's transportation investments

Video

Two videos were created to promote the planning process and public participation. One video was in English featuring Judge Sarah Eckhardt and one in Spanish featuring Commissioner Margaret Gomez. Both videos had similar content and were posted on the project webpages and shared through the social media campaign.

Website

Webpages for the Transportation Plan were created on the Travis County website to provide 24-hour access to project materials, notices of upcoming meetings, links to the surveys, meeting materials, and information about participating in the planning process. A Spanish webpage was also created sharing materials and planning information. The website also provided a link to participate in a WikiMapping exercise.

TRAVIS COUNTY TX GOV Directory Government Justice Business Resident Online Services Translate

TRANSPORTATION PLAN

You are here: Home > Transportation & Natural Resources > Transportation Plan

Transportation Plan

Welcome to the "Transportation Plan website!" Travis County is developing a locally focused transportation plan to identify transportation needs and solutions, incorporate future options and choices, and prioritize improvements in areas outside of city limits. This Plan will define priorities through the year 2045 with an emphasis on what we need today and what we will need in the future.

The Survey

What is best for you? How much details do you want to share?
All information will be equally evaluated and both options are provided for convenience

Brief Survey (5 min.) **Detailed Survey (10-12 min.)**

Try the online mapping tool!

Travis County Transportation Plan Map

Public engagement is the first step in the planning process and we want to hear from you. There are many opportunities to get involved:

- Take the survey
- Invite us to share information at an event or meeting
- Send your comments by email
- Post your ideas and comments here
- Visit with staff via phone or email

Media

Handouts and Boards

Social media was used to promote the public engagement process, encourage participation, and to distribute the survey. Post were made on the Travis County accounts for



| Travis County Social Media Posts | | | | |
|----------------------------------|-------|--------|------------|---|
| Platform | Posts | Clicks | Reach | Other Engagements (Likes, Shares, Comments, etc.) |
| Facebook | 7 | 77 | 3,405 | 58 |
| Twitter | 5 | 30 | 5,030 | 39 |
| Nextdoor | 2 | - | Countywide | 252 |

In addition to posts, advertisements were created in English and Spanish for Facebook. These ads ran from October 27 through November 17 and were targeted to residents in unincorporated areas of the County to promote widespread participation.

| Facebook Ad Results | | | |
|---------------------|-------------|--------|-------------|
| Details | Link Clicks | Reach | Impressions |
| Total Campaign | 1,607 | 42,622 | 81,657 |
| English Campaign | 922 | 26,406 | 47,564 |
| Spanish Campaign | 685 | 16,216 | 34,093 |

Media Coordination

The team worked to keep the media updated and engaged in the public engagement program. The first media release introduced the public engagement process and promoted public meetings. The second media release gave an update on the input collected and was a reminder of the survey and comment closing date. In addition to the releases, a digital media package was created and distributed after the public meetings to promote coverage on local news stations.

Print Advertisements

Print ads were placed in local newspapers throughout Travis County to inform community members of public meeting dates and ways to share input. Ads were created in both English and Spanish to reach a diverse group of stakeholders. Ads ran in the following newspapers on the dates listed below:

- Ahora Si – 11/3, 11/10
- Austin Chronicle – 11/3, 11/10
- Austin Times – 11/4, 11/11
- El Mundo – 11/3, 11/10
- La Prensa – 11/3, 11/10
- Elgin Courier 11/2, 11/9
- Lake Travis View – 11/3, 11/10
- Oak Hill Gazette - 11/9
- Pflugerville Pflag – 11/2, 11/9
- Daily Texan – 11/10
- Villager – 11/4, 11/11
- Westlake Picayune - 11/10
- Four Points News – 11/2, 11/9
- Hill Country News – 11/3, 11/10

What are your transportation priorities?
Get involved in our local planning effort!

Take our survey and learn more at:
www.traviscountytx.gov/transportationplan

There are two public meetings in November.

Digital Advertisements

Digital advertisements of upcoming meetings were created to run over the course of several days and targeted to reach stakeholder groups throughout the county. These digital advertisements were developed in both English and Spanish and ran on the following sites on the dates listed:

- Statesman/Ahora Si – Ran from 11/3 to 11/17
- Austin Chronicle – Ran from 11/3 to 11/17

What are your transportation priorities?
Get involved in our local planning effort!



Take our survey and learn more at:
www.traviscountytx.gov/transportationplan
There are two public meetings in November

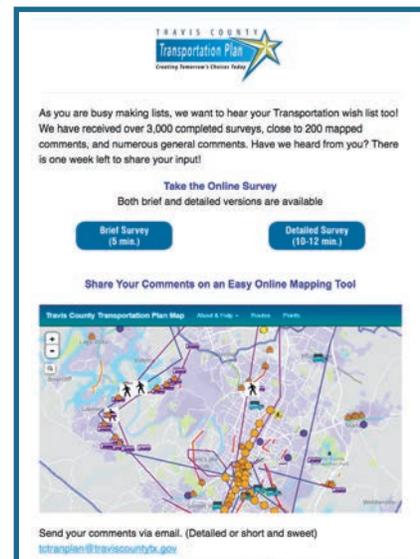
Radio Advertisements

A Spanish radio ad was developed to be shared on KLZT-FM La Z 107.1 from November 3, 2016 to November 17, 2016. This ad was created to encourage public meeting attendance and input from Travis County's Spanish-speaking community.

Email Campaign

Email updates were periodically sent to stakeholders to share information about the progress of the project, opportunities to get involved in the planning process, and input received. Below are details on email updates.

| Email Campaign Results | |
|------------------------|------------------|
| Date | Number of Emails |
| November 3, 2016 | 736 |
| November 14, 2016 | 1,233 |
| December 12, 2016 | 2,662 |



Database

A database was developed early in the public engagement process that included interested participants collected during the County's development of its Land Water and Transportation Plan. The early database helped identify a diverse group of stakeholders throughout the County. The database was updated regularly and included contact information for local government agencies and jurisdictions, civic and community groups, neighborhood associations, educational entities, business and property owners, and individuals from throughout the County.

Social Justice Community Outreach

Additional efforts were made to engage those in lower income areas and the Spanish speaking community. Different locations and events where these communities would be gathering or opportunities to distribute surveys were identified and visited. In addition, materials were available in Spanish, a Spanish speaking team member was present at all outreach opportunities, and a separate webpage was developed in Spanish. Print and radio ads were run in Spanish and the social media ad campaign targeted the Spanish speaking community, and a focus group for the lower income community was conducted. A focus group for the Spanish speaking community was planned, however these community members weren't comfortable meeting officially. Outreach efforts were refocused on visiting with this community at places where they were already gathering, such as the Coats for Kids drive and a local washateria.

Social Justice Engagement Highlights

82

Surveys Collected

Team members visited Travis County's Community Centers when food pantries were open to encourage clients to participate in the survey.

- Del Valle Community Center
- Palm Square Community Center
- Post Road Community Center
- Pflugerville Community Center
- Justice Center on South Congress
- Manor Community Center
- Oak Hill Community Center

58

Surveys Collected

Foundation Communities, a provider of affordable housing in Travis County distributed surveys to residents

73

Surveys Collected

Meals on Wheels distributed surveys as they delivered meals to clients

50

Surveys Collected

Team members attended the Del Valle Coats for Kids drive and visited a washateria on a busy Sunday

When the results of surveys from social justice outreach were compared to overall survey results, answers and input were mostly consistent. A few areas where differences were noted include:



Differences noted in top concerns:

- More respondents noted there were not enough walking options
- More respondents noted concerns for existing road conditions

Differences noted in top solutions:

- Increasing transportation options (more frequent bus service, shared use paths, etc.) ranked higher