



ROUND ROCK TRANSIT PLAN

Final Report

November 2015

DRAFT



Acknowledgements

Round Rock City Council

Alan McGraw, Mayor
George White, Mayor Pro-Tem
Writ Baese
Frank Leffingwell
Craig Morgan
Will Peckham
Kris Whitfield

Transportation Department

Caren Lee, Transit Coordinator
Gary Hudder, Director of Transportation
John Dean, Assistant Transportation Director

Community Stakeholders

Rick Bilicki, Pearson
Pamela Boykin, Round Rock ISD
Blane Canklin, Resident
Lisa Cannon, Round Rock ISD
Brian Cave, Heart of Round Rock Neighborhood Association
Keith Chandler, Forest Creek Neighborhood Association
Mike Freeman, Greater Round Rock West Neighborhood Association
Lori Hamilton, Liquidation Channel
Ed Harding, Dana Court and Mesa Ridge Neighborhood Associations
Andy Kim, Austin Community College
Wendy Leiva, Sam Bass Trails
Marixa Longoria, Liquidation Channel
Mary Maluski, Round Rock ISD
Michelle Meaux, Office of Mobility Management
Lyle Nelson, Capital Area Rural Transportation System
Christina Rudofsky, Round Rock Arts
LeAnn Powers, United Way of Williamson County
Cheryl Renalt, **MichaelAngelo's**
Anisha Yadav, Round Rock Premium Outlets

Table of Contents

		Page
1	Executive Summary	1-1
	Background	1-1
	Plan Overview	1-1
	Plan Development	1-2
2	Document Review	2-1
	Round Rock General Plan 2020	2-1
	Round Rock Transportation Master Plan	2-2
	Round Rock Downtown Master Plan	2-2
	Project Connect	2-3
	Commuter Express Bus Plan	2-5
	Georgetown Transit Development Plan	2-5
3	Review of Existing Services	3-1
	Round Rock Demand Response	3-1
	Reverse Commute	3-5
	Drive a Senior	3-6
	Regional Connections	3-7
	Capital Metro Rideshare	3-10
4	Market Analysis	4-1
	Local Employment Characteristics	4-11
	Regional Employment Characteristics	4-15
	Austin Community College Student Origins	4-17
5	Land Use and Infrastructure	5-1
	Existing Land Use	5-1
	Existing Transportation Infrastructure	5-2
	Future Land Use	5-5
	Future Transportation Infrastructure	5-6
6	Peer Review	6-1
	Introduction	6-1
	Cary, North Carolina	6-3
	Rock Hill, South Carolina	6-5
	Murfreesboro, Tennessee	6-7
	Rancho Cordova, California	6-9
	The Woodlands, Texas	6-11
	Lewisville, Texas	6-13
	McKinney, Texas	6-14
	Summary	6-15
7	Community Feedback	7-1
	Stakeholder Meetings	7-1
	Project Website	7-5
	Online Survey	7-7
	Build Your Transit System Interactive Survey	7-15
	Transit Service Types Graphic	7-16
	Build Your Transit System Survey	7-17
	Interactive Survey Results	7-18
	Interactive Survey Respondent Comments	7-22
	Public Outreach	7-23

Round Rock Transit Plan – Final Report
City of Round Rock

8	Service Plan	8-1
	Proposed Routes	8-3
	Initial Route Schedules	8-16
	Complementary Paratransit Service	8-17
9	Capital Plan	9-1
	Vehicles.....	9-1
	Bus Stops.....	9-3
	Transit Center	9-8
	Infrastructure Improvements.....	9-9
10	Financial Plan	10-1
	Operating Options	10-1
	Operating Costs.....	10-1
	FareS.....	10-3
	Potential Funding Sources	10-5
11	Marketing Recommendations	11-1
	Introduction.....	11-1
	Branding	11-1
	Route and Schedule Information.....	11-4
	Customer Service Representatives and Outlets	11-6
	Recommendations and Opportunities	11-7

Appendix A: Online Survey Comments

Appendix B: Interactive Survey Comments

Table of Figures

		Page
Figure 1	Project Connect Locally Preferred Alternatives Map	2-4
Figure 2	Round Rock Demand Response Bus	3-2
Figure 3	Demand Response Trip Purpose (FY 2014).....	3-2
Figure 4	Demand Response Fare Type (FY 2014).....	3-2
Figure 5	Demand Response Performance (FY 2010 – FY 2014).....	3-3
Figure 6	Origins and Destinations of Demand Response Service (October 2014)	3-4
Figure 7	Reverse Commute Route Alignment.....	3-5
Figure 8	Drive-a-Senior Origin and Destination Locations (2014)	3-6
Figure 9	Capital Metro Services at Tech Ridge and Howard (Fall 2015).....	3-7
Figure 10	MetroExpress bus.....	3-7
Figure 11	Howard Station	3-8
Figure 12	Trips serving CARTS Round Rock Station.....	3-9
Figure 13	CARTS Interurban bus	3-9
Figure 14	Capital Metro Rideshare Van	3-10
Figure 15	Historical Population Growth.....	4-1
Figure 16	City of Round Rock Population Projections	4-2
Figure 17	Population Density	4-3
Figure 18	Young Adult Population.....	4-4
Figure 19	Senior Population.....	4-5
Figure 20	Low-Income Population	4-7
Figure 21	Zero Vehicle Households	4-8
Figure 22	Renter Population.....	4-9
Figure 23	Transit Propensity Index	4-10
Figure 24	Major Employers in Round Rock.....	4-11
Figure 25	Employment Density in Round Rock (2011)	4-12
Figure 26	Residential Locations for Low Income Round Rock Workers	4-13
Figure 27	Employment Locations of Low-Income Workers in Round Rock	4-14
Figure 28	Employment Locations of Round Rock Residents.....	4-15
Figure 29	Employee Travel Patterns by Direction.....	4-15
Figure 30	Direction of Employees Traveling 10-25 miles.....	4-15
Figure 31	Employment Locations for Round Rock Residents.....	4-16
Figure 32	Austin Community College Student Origins	4-17
Figure 33	Current Land Use	5-1
Figure 34	Pedestrian Infrastructure	5-4
Figure 35	Future Land Use.....	5-6
Figure 36	Peer Cities Characteristics.....	6-1
Figure 37	Peer City Transit Services Provided.....	6-2
Figure 38	Project Website Homepage	7-5
Figure 39	Project Website Outreach Page	7-6
Figure 40	Question 1: Have you taken transit within the past month?	7-7
Figure 41	Question 2a: Which transit services do you take?	7-8
Figure 42	Question 2b: How long have you been riding transit?.....	7-8

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 43	Question 2c: How often do you take transit?.....	7-9
Figure 44	Question 2d: Would you be interested in taking any of the following new services?.....	7-9
Figure 45	Question 3: Would any of following new services motivate you to take transit? .	7-10
Figure 46	Question 4: Are you currently a student?.....	7-10
Figure 47	Question 5: Where are you currently enrolled?.....	7-11
Figure 48	Question 6: Are you currently employed?.....	7-11
Figure 49	Question 7: Do you live in Round Rock?.....	7-12
Figure 50	Question 8: Do you work in Round Rock?.....	7-12
Figure 51	Question 9: Please provide your annual income.....	7-13
Figure 52	Question 10: Please provide your age.....	7-13
Figure 53	Online Survey Comments Word Cloud.....	7-14
Figure 54	Survey Instrument.....	7-17
Figure 55	Daily Responses	7-18
Figure 56	Preferred Transit Service Types	7-19
Figure 57	Preferred Transit Service Types by Group	7-20
Figure 58	City of Residence	7-21
Figure 59	Transit Support.....	7-21
Figure 60	Design Your Bus System Comments Word Cloud	7-22
Figure 61	Public Meeting Attendees	7-23
Figure 62	Proposed Routes	8-1
Figure 63	Proposed Route Network	8-2
Figure 64	Round Rock – Howard Station	8-4
Figure 65	Round Rock Circulator.....	8-6
Figure 66	Round Rock – Austin Express.....	8-8
Figure 67	Round Rock – Tech Ridge	8-10
Figure 68	Future Routes.....	8-11
Figure 69	Future Transit Network.....	8-12
Figure 70	Service Implementation Summary.....	8-13
Figure 71	Service Implementation Plan (2017-2021).....	8-14
Figure 72	Service Implementation Plan (2022-2025).....	8-15
Figure 73	Round Rock-Howard Station Initial Schedule	8-16
Figure 74	Round Rock Circulator Initial Schedule	8-16
Figure 75	Round Rock-Austin Express Initial Departure Times.....	8-17
Figure 76	Recommended Vehicles by Route.....	9-1
Figure 77	Comparison of Bus Types.....	9-2
Figure 78	Bus Stop Spacing Guidelines.....	9-3
Figure 79	Bus Stop Placement Considerations.....	9-4
Figure 80	Bus Stop Requirements.....	9-5
Figure 81	Sample Bus Stop Designs	9-6
Figure 82	Bus Stop Amenity Guidelines.....	9-7
Figure 83	Priority Bus Stop Locations for Shelters	9-7
Figure 84	Round Rock Transit Center Office and Bus Bays	9-8
Figure 85	Priority Street, Sidewalk, and Signal Improvements	9-9
Figure 86	Pedestrian-Activated Crosswalk.....	9-9

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 87	Summary of Capital Improvements Required for Service Implementation	9-10
Figure 88	Total Annual Operating Cost	10-2
Figure 89	Projected City of Round Rock Contribution.....	10-2
Figure 90	Proposed Fare Structure.....	10-3
Figure 91	Benefits of Universal Student Pass Program	10-5
Figure 92	Conceptual Round Rock Transit Logo.....	11-1
Figure 93	Oklahoma City Transit Logo Comparison.....	11-2
Figure 94	Branded Boulder Transit Services.....	11-2
Figure 95	Branded Pace Bus Commuter Express Service.....	11-3
Figure 96	Table of Recommendations and Opportunities	11-7

1 EXECUTIVE SUMMARY

BACKGROUND

For the past 20 years, Round Rock has been one of the fastest growing medium-sized cities in the country in terms of total population. Dell relocated its headquarters to Round Rock in 1996 and experienced tremendous growth that prompted an influx of residents and corresponding low-density residential developments. In recent years, new trends have emerged. Significant residential infill development is occurring along major corridors, such as Gattis School Road, A.W. Grimes Boulevard, and Sunrise Road. Downtown Round Rock is experiencing a resurgence with new businesses and planned mixed-use development. Austin Community College opened a Round Rock campus in 2010 that is now adjoined by Texas State University and Texas A&M campuses. New destinations and employment are changing the travel patterns of Round Rock residents.

Round Rock has often been referred to as a super suburb due to its strong local economy, desirable neighborhoods, and quality of life. Despite these attributes, Round Rock is one of the few cities with a population greater than 100,000 that does not currently operate local fixed-route bus service. Although 85% of Round Rock employees work in Austin, regional bus service between Round Rock and downtown Austin is not currently available.

A phone survey conducted as part of the Round Rock General Plan public outreach process revealed that transit was supported by 81% of respondents (from all geographic sectors of the city). The Project Connect North Corridor study generated significant local public interest in regional transit options as an alternative to single-occupancy driving along the congested North I-35 corridor. Community feedback obtained during these comprehensive planning efforts was pivotal in prompting the development of a comprehensive transit plan for the City of Round Rock.

PLAN OVERVIEW

The primary purpose of the Round Rock Transit Plan is to serve the transit needs of Round Rock residents. The plan serves as a blueprint for implementing new transit services within the City of Round Rock and connections to regional destinations in a logical and cost-effective manner.

Recommendations included in the plan are expected to:

- Improve local mobility and access to jobs, education, medical facilities, and shopping destinations
- Enhance connectivity to regional transit hubs
- Provide a convenient and reliable option for Round Rock residents commuting to Austin

The plan includes a variety of transit options benefiting seniors, students, local employees, regional commuters, and employers. The plan also includes operating, capital, and financial details necessary for the implementation of new transit services.

PLAN DEVELOPMENT

City of Round Rock transportation staff was closely involved throughout the development of the transit plan. The following summaries describe each phase of the planning process.

Comprehensive Service Evaluation

The initial phase of the study included a comprehensive evaluation of transit services currently operating within Round Rock, including demand response and reverse commute trips provided by the City of Round Rock, volunteer-based senior transportation operated by a local non-profit organization, and regional intercity service provided by the Capital Area Rural Transportation System. Development of the plan also included an analysis of transit demand based on population characteristics, employment densities and travel patterns, and ACC Round Rock student origins. The population densities and employment within Round Rock indicate that the city could support all-day fixed-route bus service.

Peer Review

An analysis of transit systems operating in cities similar to Round Rock was conducted to identify best practices and potential pitfalls involved in the development of transit services. The peer review summarizes the operating structure, funding strategies, ridership performance, and evolution of each system. Three Texas cities and four out-of-state cities were selected based on population, density, growth trends, and proximity to a major regional urban center. A key finding of the peer review is that coordination with regional transit services is a key factor for success.

Community Engagement

An extensive outreach effort engaged the community and helped determine the needs and preferences of potential customers. This phase of the project included the following outreach opportunities:

- Meetings with neighborhood, business, education stakeholders
- Online outreach in the form of a project website and online surveys
- Public meetings held at the Round Rock Public Library, Baca Senior Center, and Austin Community College – Round Rock campus
- Attendance at regularly scheduled neighborhood meetings

Stakeholders indicated a strong interest for an affordable and dependable set of service options that meet local and regional transportation needs. Key themes that emerged from the public comments include:

- 88% of interactive survey respondents support transit in Round Rock
- Top priorities for transit service include:
 - Local service to improve mobility and access
 - All-day connection to Capital Metro transit centers in North Austin

- Direct service to downtown Austin

Service Recommendations

Findings from the comprehensive service evaluation and community engagement effort served as a basis for service recommendations. Local route recommendations seek to connect residential areas exhibiting the highest demand for transit with major employment, educational, and medical destinations. Regional route recommendations are intended to provide direct access to Capital Metro transit stations, downtown Austin, and the University of Texas.

Service recommendations are divided into nine phases that represent years 2017-2025. The first phase consists of an initial route network with a minimum level of weekday service. Subsequent phases consist of strategic and incremental growth in terms of improved headways (more trips during the day), expanded hours of operation, and the addition of Saturday service.

The final phase includes two new routes, which supplement the initial network and provide improved coverage along rapidly-growing corridors.

Report Organization

The Round Rock Transit Plan consists of eleven chapters, which are summarized below.

- Chapter 1 summarizes the purpose and process of the plan.
- Chapter 2 reviews recently completed and/or adopted planning documents.
- Chapter 3 summarizes existing public and private transit services within the City of Round Rock, as well as regional transit services operated by Capital Metro and CARTS.
- Chapter 4 includes an analysis of demographics trends, employee travel patterns, and student origins.
- Chapter 5 provides an overview of existing land use and infrastructure.
- Chapter 6 consists of a review of transit systems operated by peer cities.
- Chapter 7 summarizes community and stakeholder feedback.
- Chapter 8 details short and long-term service recommendations.
- Chapter 9 details capital needs to support transit services.
- Chapter 10 includes a financial plan for the development of transit services.
- Chapter 11 includes marketing recommendations to increase transit awareness and improve customer usability.

2 DOCUMENT REVIEW

The Round Rock Transit Plan will consider relevant information from regional and local transit plans including:

- Round Rock General Plan 2020 (Amended 2013)
- Round Rock Amended Transportation Master Plan (Adopted 2004)
- Project Connect - Key Themes
- Project Connect - Locally Preferred Alternative
- Commuter Express Bus Plan

The most relevant information from each document is summarized below.

ROUND ROCK GENERAL PLAN 2020

The Round Rock General Plan was amended in 2013. The plan states that the city wants to be a residence of choice for entrepreneurs, business leaders, researchers, educators, and creative professionals. To reach this goal, the city plans to promote diversity, historic preservation, and a family-friendly environment. The plan has Land Use, Quality of Life, Transportation, Water & Wastewater, Parks & Open Space, Historic Preservation, Community Quality and Implementation sections.

The Strategic Plan outlines strategies to manage the following three major **transformations in Round Rock's** development:

- Certain areas of the City are aging and are approaching the point where redevelopment will occur and transform these areas;
- **Over the next 50 years, the City's population will grow from about 100,000 to approximately 300,000, and this growth will change Round Rock from a suburban-oriented city to a mature city**
- The City will need to transition to a more sustainable and energy efficient community, with less impact on the environment, and build on the diverse economic engines that are now emerging.

The plan recognizes that a quality transportation network is essential for economic development. **To that end, transportation is an implicit focus of the general plan's land use section. The plan** sets future land use goals of: providing housing and employment opportunities that would be suitable for young professionals, college students, and senior citizens; supporting business development; improving aesthetics and sustainability; and planning for future mobility needs.



The plan included an extensive public outreach process, which involved a phone survey contacting residents from all geographic sectors of the city, four focus group meetings with community members, and an open house towards the end of the drafting process. In the phone survey, 81% identified providing alternative modes of transportation to increase travel options as important/very important, 92% identified decreasing traffic congestion as important/very important, and **67% rated the City’s traffic congestion as fair/poor**. In addition, the public focus meeting groups showed that community members support a comprehensive transportation system that is integrated with the larger regional transit systems and would also like to see more attractive and pedestrian-friendly streetscapes.

As part of the exploratory work for preparing the general plan, the City conducted a transit feasibility study to assess the extension of a commuter rail line from Austin to Round Rock. The study concluded that the service was not feasible because it would not adequately meet the demand generated by the residents of Round Rock. However, the plan asserts that arterial streets should be designed to accommodate bus turnouts necessary for future transit services. The plan recommends a multi-modal transit system that includes public transit options, with a focus on mixed use areas, educational institutions, and health care facilities. The General Plan also recommends studying a public transit loop connecting the Avery Centre mixed-use area to the multimodal transit facility in order to provide better public access to the hospitals and higher education facilities in that area.

ROUND ROCK TRANSPORTATION MASTER PLAN

In 2004, the City of Round Rock adopted an amended Transportation Master Plan as a response to increased levels of residential growth and traffic congestion. The plan aims to ensure that the Type B (half-cent) city sales tax fund is efficiently used to provide residents of Round Rock with adequate transportation services. Based on the pace of growth in Round Rock and comparison to other similar communities the Transportation Master Plan assumes that the city land and land in the Extra Territorial Jurisdiction (ETJ) will soon be almost completely developed. Based on an assumption that the land in the planning area will be 95% developed, the ultimate build-out scenario includes 236,000 residents and 129,700 jobs. The City wrote the transportation plan as a way to begin to think about this ultimate build-out scenario.

The Transportation Master Plan study concludes that in 2004, a demand/response transit system or a single fixed line would not adequately relieve congestion based on economic and population forecasting. The plan recommended not investing in a bus system in 2004 but called further analysis in the future.

ROUND ROCK DOWNTOWN MASTER PLAN

In June 2010, the City of Round Rock approved the Downtown Master Plan. The primary goal of the Downtown Master Plan is to expand the mix of uses and activities within the growing town center to enhance the local economy and sense of place. Since adoption of the plan, Downtown Round Rock has experienced new development and increased activity.

The Downtown Master Plan includes the following recommendations that would support future transit access and operations:

- Realignment of Bagdad to pass under Mays to improve pedestrian access and connectivity to the Round Rock Transit Center

- Establishment of a future regional rail station and Transit Oriented Development (TOD) south of the intersection of Bagdad and Sheppard

PROJECT CONNECT

Key Themes

Project Connect is a joint effort by Capital Metro, the City of Austin, the Capital Area Metropolitan Planning Organization, and Lone Star Rail. In 2013 to 2014, the collaborative investigated



possible transit expansions in the North Corridor of the greater Austin area. This project mainly consisted of a community engagement process that involved open houses, online forums, and **smaller “road shows” that functioned as direct engagement efforts. Capital Metro also formed a Project Advisory Group of community members to solicit detailed community feedback on transportation issues in the region.**

The results of the various initiatives were summarized and distilled into key themes. The major theme that emerged from the engagement effort was that people think that transit can improve traffic conditions and the quality of life in the greater Austin area. Survey results supported this claim:

- 85% of survey respondents believe that congestion in the Northern corridor is serious and must be addressed.
- 86% of survey respondents thought that alternative transportation options should be explored.
- 75% thought that high-capacity transit can be a part of the solution.

Participants also identified congestion, lack of transit connectivity, and limited transit options as major barriers for the system.

Locally Preferred Alternatives

Following an 18-month outreach effort, the Project Connect team distilled participant comments and feedback into a set of locally preferred alternatives. These options represent feasible and scalable options for extending the public transit system in the greater Austin area.

Some of the proposed projects include:

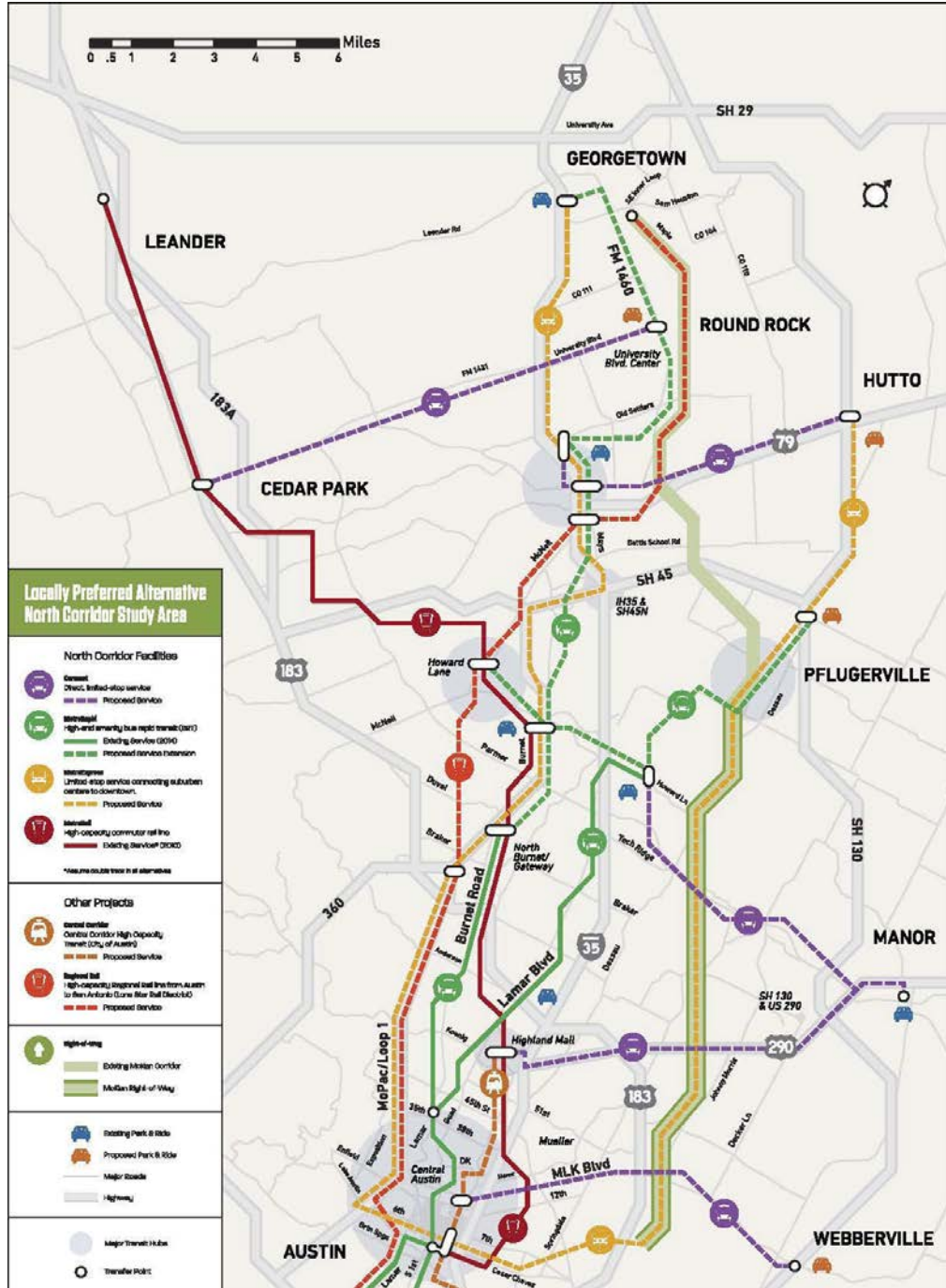
- Utilizing Capital Metro Express and Connect bus services to provide transit options within the **Corridor, like Round Rock’s University Boulevard to Cedar Park, Round Rock’s downtown Park-and-Ride to Hutto, and linking Georgetown to central Austin;**
- Building new Park-and-Ride facilities in strategic locations, such as Pflugerville, Round Rock and Hutto;
- **Extending Capital Metro’s premium MetroRapid service from Tech Ridge to Pflugerville, and from The Domain to Round Rock and Georgetown;**
- Developing new Express routes from Georgetown and Round Rock to leverage investments in new Express Lanes along MoPac;
- Using the MoKan Corridor as a dedicated bus way with limited stops from Pflugerville to downtown Austin;

Round Rock Transit Plan – Final Report
City of Round Rock

- Upgrading and double-tracking the existing MetroRail Red Line to provide more frequent service, and
- Moving forward with Lone Star Rail District’s plans for commuter rail from Georgetown through Austin to San Antonio.

If all proposed options are completed, the final project would cost an estimated \$164 million. The various options are graphically displayed in Figure 1.

Figure 1 Project Connect Locally Preferred Alternatives Map



COMMUTER EXPRESS BUS PLAN

In 2008, the City of Round Rock conducted a Commuter Express Bus analysis and produced a plan which outlined two different bus services that might be appropriate for the community:

- Peak hour Express Commuter Service (ECS) to make commuting to Austin for work easier for residents of Round Rock.
- Reverse Commuter Service (RCS) to make Round Rock businesses accessible to employees from the greater Austin area.

The study used market demand models to determine what levels of service might best serve the region. The models accounted for major regional employers and the levels of car ownership in the population. Based on the ridership demand model, three options were presented for ECS service:

- An indirect route that would link riders from a Round Rock park-and-ride to Capital Metro Route 935 at the Tech Ridge Park-and-Ride
- An extension of Capital Metro Route 935 to a park-and-ride in Round Rock
- A direct route from the southeast corner of I-35 and 45 SH to downtown Austin

A detailed RCS plan was also created with unique schedules for eight major employers. The City of Round began operating an RCS route between Tech Ridge Park-and-Ride and Sears Teleserv in March 2014. Although Sears Teleserv employees showed a high level of interest in the service, ridership performance has been low since implementation, likely due to the , \$7 full fare and \$3 reduced fare.

GEORGETOWN TRANSIT DEVELOPMENT PLAN

The 2015 Georgetown Transit Development Plan (TDP) is designed to consider the feasibility and desirability of a fixed-route transit system that would operate within the city limits of Georgetown. Currently, the City of Georgetown offers demand response bus service through a contract Capital Metro and is operated by CARTS. While this service may have provided an acceptable level of transit service in the past, the quickly-expanding population of Georgetown and the high concentration of people over the age of 65 prompted the City to reconsider the costs and benefits of offering fixed route transit service. The TDP considers demographic, economic, and geographic factors, summarizes an extensive outreach process, and offers a plan for the implementation of a full fixed-route bus system. To access Capital Metro services, Georgetown residents have to drive to Austin or Leander.

3 REVIEW OF EXISTING SERVICES

There are a number of different transit services currently operating in and near Round Rock. This chapter examines service characteristics, usage patterns, and performance data for the Demand Response and Reverse Commute services provided by the City of Round Rock (contracted to Star Shuttle), Drive a Senior, Capital Metro Rideshare vanpool, and regional connections operated by Capital Metro and Capital Area Rural Transportation System (CARTS).

ROUND ROCK DEMAND RESPONSE

Demand Response curb-to-curb service is provided to Round Rock residents as well as those residing within the Round Rock Extraterritorial Jurisdiction (ETJ) on weekdays between 7:00 a.m. and 6:00 p.m. Trips must be scheduled by 4:00 p.m. on the day prior and can be scheduled up to 14 days in advance. Same-day trips are accommodated when space is available. Subscription trips for work, recurring medical appointments, education, or nutrition may be scheduled for 90 days at a time. As shown in Figure 3, work and school are the most common trip purposes, followed by nutrition. Personal and medical trips comprise 16% and 12% of all trips, respectively.

One-way fare is \$5 for those with a home address within the Round Rock city limits and \$7 for those with a home address within the ETJ of Round Rock. Reduced fare for residents living within city limits and within the ETJ residents is \$2 and \$3, respectively, for those who are eligible. Persons under 12 years of age, over 60 years of age, with a temporary or permanent disability, or with a qualifying low income are eligible to apply for reduced fare status. Children under 6 years of age ride for free. As shown in Figure 4, half of the riders are elderly (60 and over) and one third have a disability. Only 10% of riders pay the full fare. Just over 1% of riders are from the ETJ.

Currently the demand response service use five vehicles, two owned by the City of Round Rock, and three provided by Star Shuttle, the contractor that operates the service. City-owned vehicles are 27 foot, 23 passenger Chevy 4500 cutaways. Star Shuttle provided vehicles are 19 passenger low-floor, gasoline-powered cutaways.

Figure 2 Round Rock Demand Response Bus



Figure 3 Demand Response Trip Purpose (FY 2014)

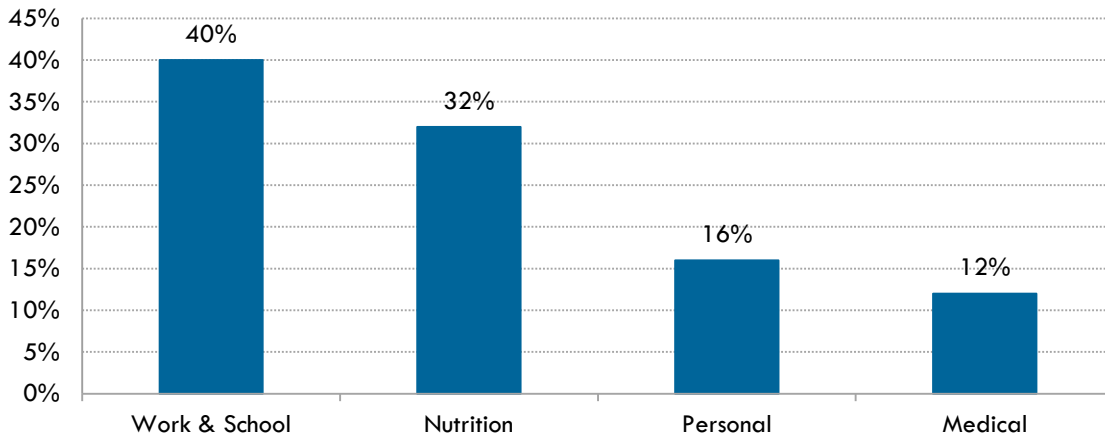
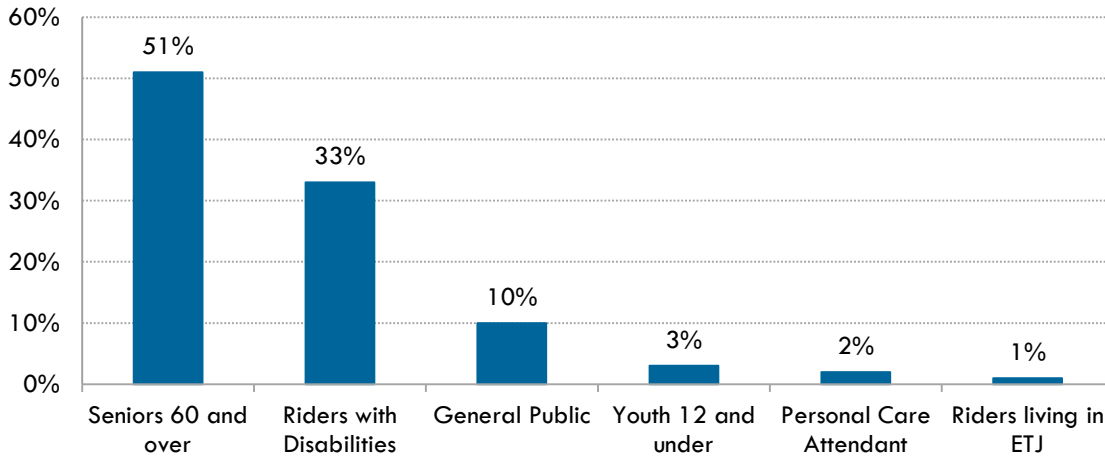


Figure 4 Demand Response Fare Type (FY 2014)



Round Rock Transit Plan – Final Report
City of Round Rock

Figure 5 shows the performance of Round Rock’s demand response service over the past five years. In FY 2010 and FY 2011 the service was operated by CARTS, which was able to transport passengers beyond the extraterritorial jurisdiction of Round Rock. CARTS also had access to more vehicles and was therefore able to coordinate regional trips in an efficient manner that reduced deadhead (time spent out of service), resulting in fewer revenue hours.

Midway through FY 2012 the City of Round Rock assumed control of the service, contracting with Star Shuttle, a private operator. When demand response services were transitioned over to the City of Round Rock, a service area policy was created that limited trips to within the city limits. In 2013 the service area was expanded to the extraterritorial jurisdiction of Round Rock. Star Shuttle initially operated the demand response service with three vehicles until the City of Round Rock purchased two additional vehicles in 2013.

Between 2010 and 2014 the total number of riders decreased while the total number of revenue hours increased, causing productivity to decline. Costs increased and farebox recovery decreased. Changes in cost are a result of annual incremental increases in the contract with Star Shuttle as well as increase in the total amount of revenue hours operated.

Decrease in productivity may be the result of trip lengths increasing with geographic expansion of the client base and destinations. In addition, it may be the result of fewer trips being grouped together.

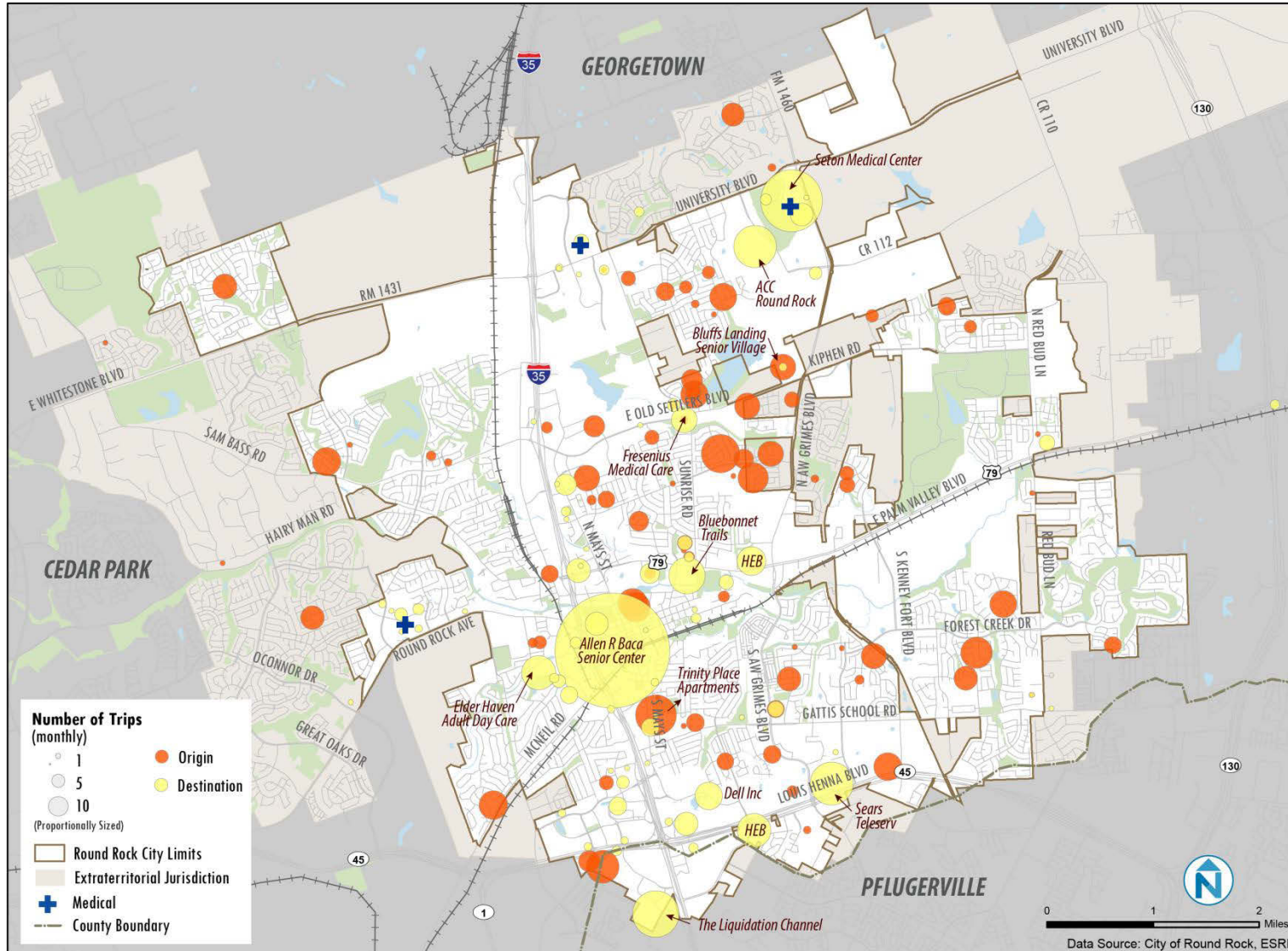
Figure 5 Demand Response Performance (FY 2010 – FY 2014)

Performance Metric	2010	2011	2012	2013	2014	4 year change
Average Daily Boardings	81	63	62	70	59	-37%
Annual Boardings	20,163	15,715	15,431	17,709	14,803	-36%
Annual Revenue Hours	6,148	5,994	6,003	7,177	9,898	+38%
Boardings per Revenue Hour	3.3	2.6	2.6	2.5	1.5	-119%
Cost per Passenger	\$16.36	\$19.07	\$21.72	\$19.68	\$33.40	+51%
Farebox Recovery	7.6%	6.2%	4.8%	4.9%	4.9%	-56%

Figure 6 shows the origins and destinations of demand response riders in October 2014. There were 74 average daily trips in October and 122 individual clients served. About three quarters of clients were female and the average trip length was 4.7 miles. The Allen R. Baca Senior Center is by far the most popular destination, followed by Seton Medical Center, ACC Round Rock, Sears Teleserv, and the Liquidation Channel (formerly Jewelry Channel). Origins are less concentrated, though there is a cluster northeast of downtown off of Tiger Trail near Stony Point High School. There are few riders with origins west of I-35.

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 6 Origins and Destinations of Demand Response Service (October 2014)

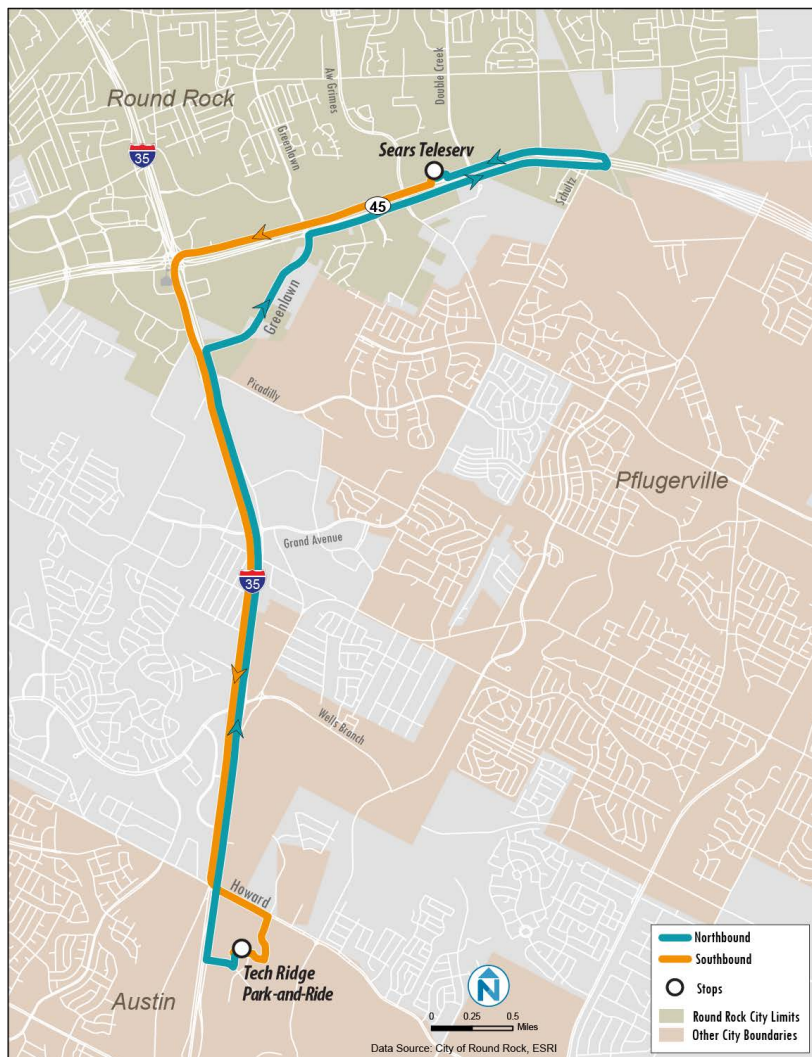


REVERSE COMMUTE

The Reverse Commute route operates three northbound morning and three southbound afternoon trips between Tech Ridge Park-and-Ride and Sears Teleserv, with no stops between. As shown in Figure 7, the Reverse Commute route operates on I-35, Greenlawn Boulevard, and Louis Henna Boulevard. In order to cross TX-45 to access Sears Teleserv in the northbound direction the route must travel out of direction. Operators may deviate from the shown alignment if traffic conditions present a faster route.

Service currently operates on weekdays only with trips at 6:30 a.m., 7:15 a.m., 4:30 p.m., and 5:15 p.m. The Reverse Commute route has been in operation for one year, since March 2014, and averages 3.5 passenger boarding per day and 1 passenger boarding per revenue hour. There are two or three riders who use the Reverse Commute route on a regular basis, accounting for the majority of ridership, while several additional people use the service sporadically. The low ridership is likely due to the relatively high fare of \$7 full fare and \$3 reduced fare. The majority of trips, 84%, are those that qualify for a discounted fare.

Figure 7 Reverse Commute Route Alignment

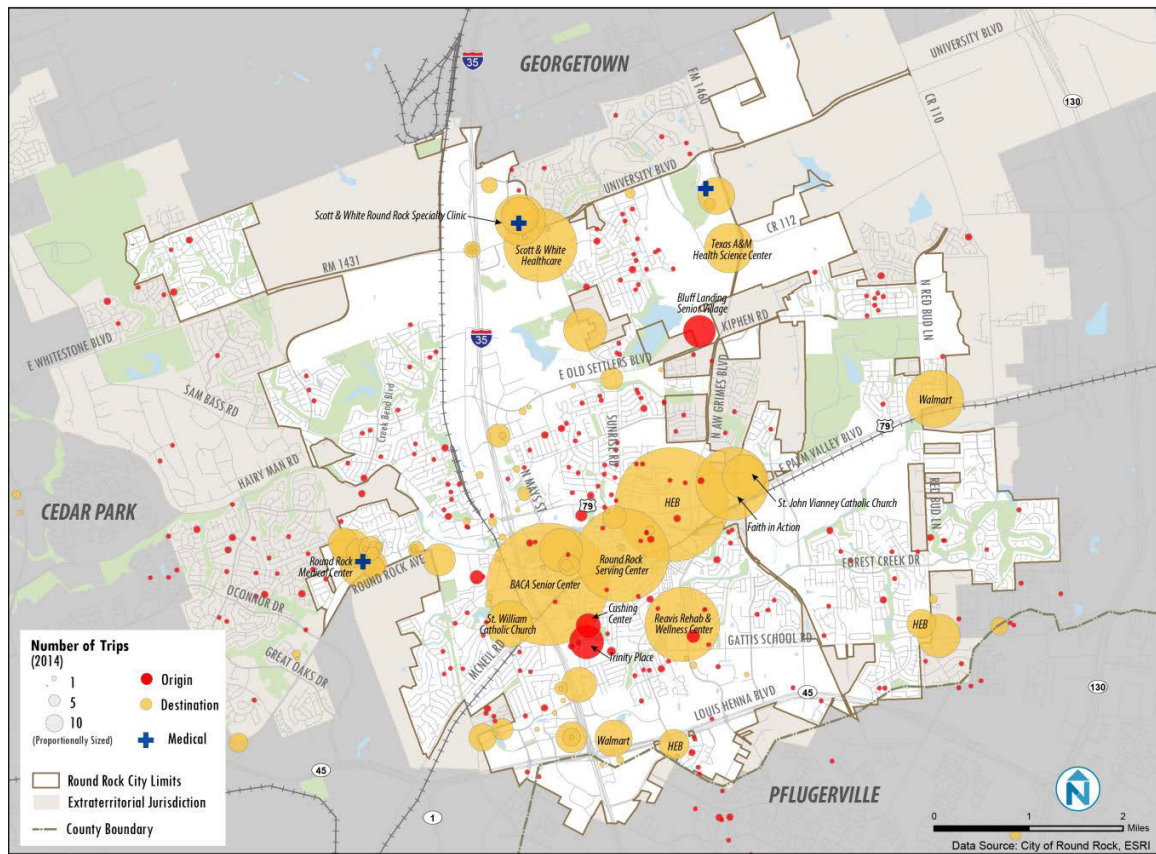


DRIVE A SENIOR

Drive A Senior is a volunteer-based organization that provides rides to senior citizens (age 60 and over) of Round Rock, Pflugerville, and North Austin. Drive A Senior offers regularly scheduled trips to Walmart, Baca Senior Center, and the Library in Round Rock on Tuesdays and HEB Plus in Round Rock on Wednesdays. Drive A Senior also provides trips to medical appointments, personal business, and shopping on an individually scheduled basis. In total, Drive A Senior provided over 2,700 rides in 2014. Drive A Senior and the City of Round Rock Transportation Department regularly coordinate trip planning and refer customers to each respective service.

Figure 8 shows origins and destinations of trips in Round Rock during 2014. Bluff Landing Senior Village and Trinity Place were the most common origins. The Baca Senior Center and HEB Plus were the most common destinations, with 292 and 257 rides in 2014, respectively. The majority of other destinations are medical facilities, the Round Rock Serving Center, and churches.

Figure 8 Drive-a-Senior Origin and Destination Locations (2014)



REGIONAL CONNECTIONS

Capital Metro

Tech Ridge Park-and-Ride and Howard Station are located at the northern edge of Capital Metro’s service area. These facilities provide local and regional connections, detailed in Figure 9, and are within a relatively short distance of Round Rock.

Figure 9 Capital Metro Services at Tech Ridge and Howard (Fall 2015)

Route	Description	Weekday Span	Weekday Frequency	Facilities Served
Local 1	South Congress / Metric	4:45 a.m. – 1:45 a.m.	30 minutes	Tech Ridge
Limited 135	Dell Limited	5:15 a.m. – 7:25 a.m. 5:05 p.m. – 7:45 p.m.	15-20 minutes	Tech Ridge
Feeder 243	Wells Branch	5:00 a.m. – 11:00 p.m.	30 minutes	Tech Ridge Howard Station
Feeder 275	North Lamar	5:00 a.m. – 1:00 a.m.	30 minutes	Tech Ridge
Crosstown 392	Braker	5:00 a.m. – 11:00 p.m.	45 minutes	Tech Ridge
MetroRapid 801	North Lamar / South Congress	5:00 a.m. – 12:30 a.m.	12-15 minutes	Tech Ridge
Express 935	Downtown - Tech Ridge	5:55 a.m. – 9:15 a.m. 3:20 p.m. – 6:50 p.m.	10-20 minutes	Tech Ridge
MetroRail	Downtown - Leander	6:00 a.m. – 7:30 p.m.	30 minutes	Howard

The 935 Tech Ridge Express provides direct service from Tech Ridge Park-and-Ride to the University of Texas and downtown Austin and attracts many residents from Pflugerville and Round Rock. The 135 Dell Limited provides reverse commute access for those who live in East Austin and work in the vicinity of Tech Ridge Park-and-Ride, which is also the northern terminal point for the MetroRapid 801 North Lamar/South Congress line.

Figure 10 MetroExpress bus



Photo credit: Fred Reutzel

Round Rock Transit Plan – Final Report
City of Round Rock

Howard Station is one of three Capital MetroRail stations that also functions as a Park-and-Ride. The site provides 200 parking spaces and has been over capacity for over two years. The agency has plans to expand the facility by 75 spaces in FY 2016. Howard Station is also served by Route 243 Wells Branch, which provides connectivity to Tech Ridge Park-and-Ride.

Figure 11 **Howard Station**



Capital Area Rural Transportation System

The Capital Area Rural Transportation System (CARTS) serves Round Rock with two interurban bus routes, Red and Silver, on weekdays. The Red Route operates between Georgetown and Downtown Austin via the I-35 corridor, stopping at University Oaks (IKEA), Round Rock CARTS Station (E Bowman Road & N Mays St), Tech Ridge Park-and-Ride, Austin Greyhound Station, and Austin CARTS station. From Round Rock there are four northbound trips to Georgetown and two southbound trips to Austin each day. In addition there is one southbound trip from Georgetown to Round Rock. The Silver Route operates between Round Rock and Taylor, serving the Round Rock CARTS, Downtown Hutto, Taylor CARTS, and Taylor Temple College. The Silver Route operates five round trips each day.

Figure 12 Trips serving CARTS Round Rock Station

Route	Direction	Trip Time	Trip Origin	Trip Endpoint
Red Route	Northbound	7:00 a.m.	Round Rock CARTS Station	Downtown Georgetown
		10:15 a.m.	Austin CARTS Station	
		12:45 p.m.	Round Rock CARTS Station	Georgetown CARTS Station
		4:15 p.m.	Austin CARTS Station	Downtown Georgetown
	Southbound	8:00 a.m.	Downtown Georgetown	Austin CARTS Station
		11:20 a.m.	Downtown Georgetown	Round Rock CARTS Station
2:00 p.m.		Downtown Georgetown	Austin CARTS Station	
Silver Route	Eastbound	8:00 a.m.	Round Rock CARTS Station	Taylor Temple College
		9:10 a.m.		
		2:00 p.m.		
		3:10 p.m.		
		4:15 p.m.		
	Westbound	8:00 a.m.	Taylor Temple College	Round Rock CARTS Station
		9:10 a.m.		
		2:00 p.m.		
		4:15 p.m.		

Figure 13 CARTS Interurban bus



Photo credit: Capital Area Rural Transportation System

CAPITAL METRO RIDESHARE

Capital Metro Rideshare provides a monthly vanpool subsidy for groups of 7 to 12 people who commute to or from the Capital Metro service area. In February 2015 there were 19 registered vanpools traveling from Round Rock into the Capital Metro service area, and one vanpool originating in Austin travelling to Dell Inc. in Round Rock.

Of the 19 vanpools originating in Round Rock one travels to Bastrop, one travels to Taylor, and all others travel to Austin. Four vanpools commute to Applied Materials Inc. located near the interchange of TX-45 and the Manor Expressway. Two vanpools commute to Freescale Semiconductor Inc. located off of Hwy 290 on West William Cannon Drive. All other destinations have only one associated vanpool trip, however several are associated with state government and are located near the capitol in downtown Austin.

Multiple vanpools travelling to the same location can in some cases indicate demand for commuter express type service. The individual employers with multiple vanpools, Applied Materials Inc. and Freescale Semiconductor Inc., are located outside of the central business district and are best served with the existing vanpools, which can be tailored to the specific schedules of small user groups and operated cost effectively. The concentration of employment in **Austin’s downtown may present an opportunity for commuter bus service, especially given the abundant transit services and other “last mile” connections** such as B-cycle (bike share) with which commuters can access their final destination easily.

Figure 14 Capital Metro Rideshare Van



Photo credit: Capital Metro

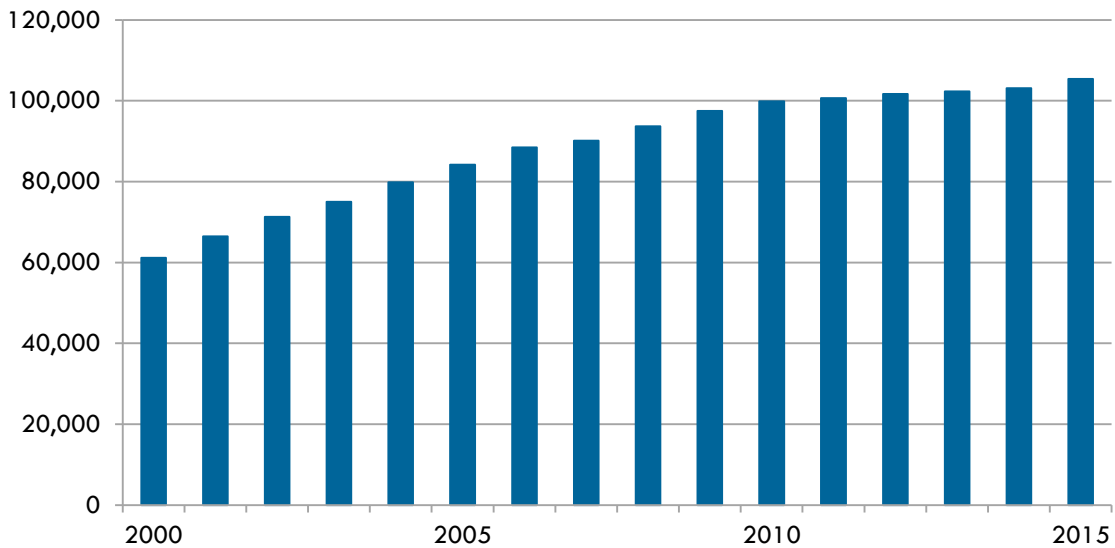
4 MARKET ANALYSIS

POPULATION CHARACTERISTICS

Historical Population Growth

The population of the City of Round Rock grew significantly over the past 15 years, particularly between 2000 and 2010. The city population increased at an average rate of 5.1% percent each year between 2000 and 2010. The average rate of population growth between 2010 and 2015 was 1.1%. The historical population growth of Round Rock is depicted in Figure 15.

Figure 15 Historical Population Growth

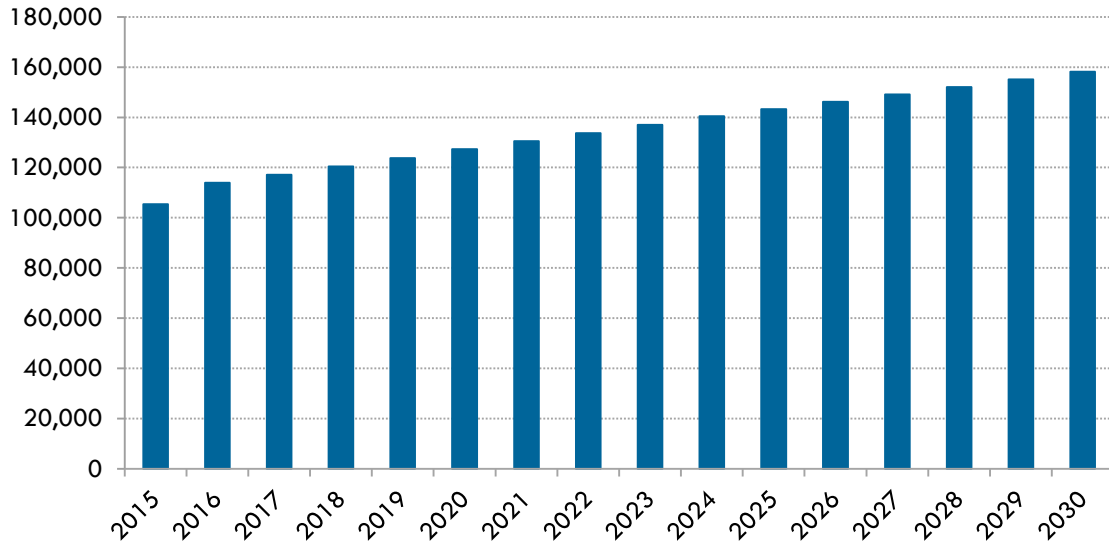


While residential infill development has occurred along major corridors such as A.W. Grimes Boulevard and Gattis School Rd, the vast majority of population growth continues to take place along the edge of the city, most notably along University Boulevard and Old Settlers Boulevard

Projected Population Growth

The City of Round Rock Planning and Development Services Department projects a higher rate of increase over the next fifteen years than the previous five years as the city continues to expand, particularly to the east, and as infill development continues within other areas of the city. Figure 16 depicts the projected population of the city through 2030.

Figure 16 City of Round Rock Population Projections



Source: City of Round Rock Planning and Development Services Department

Population Density

Figure 17 depicts the population density by census block for the Round Rock area. Most areas in the city have a population density of fewer than 10 persons per acre. Notable areas of contiguous high population density include:

- Neighborhoods north and south of downtown between Mays St, Old Settlers Boulevard, A.W. Grimes Boulevard, and Gattis School Road
- The Chisholm Valley neighborhood located west of I-35, south of McNeil Road, and north of Hester’s Crossing Boulevard

Young Adult Population

As Figure 18 demonstrates, concentrations of the young adult population (aged 18 to 24) reflect similar patterns of general population density. High concentrations of young adults are particularly evident in the following areas:

- Northwest of Sunrise Road and East Palm Valley Boulevard
- West of A.W. Grimes Boulevard between Old Settlers Boulevard and Gattis School Road
- North of Gattis School Road between I-35 and Double Creek Road
- **Hester’s Crossing Boulevard** and La Frontera Boulevard

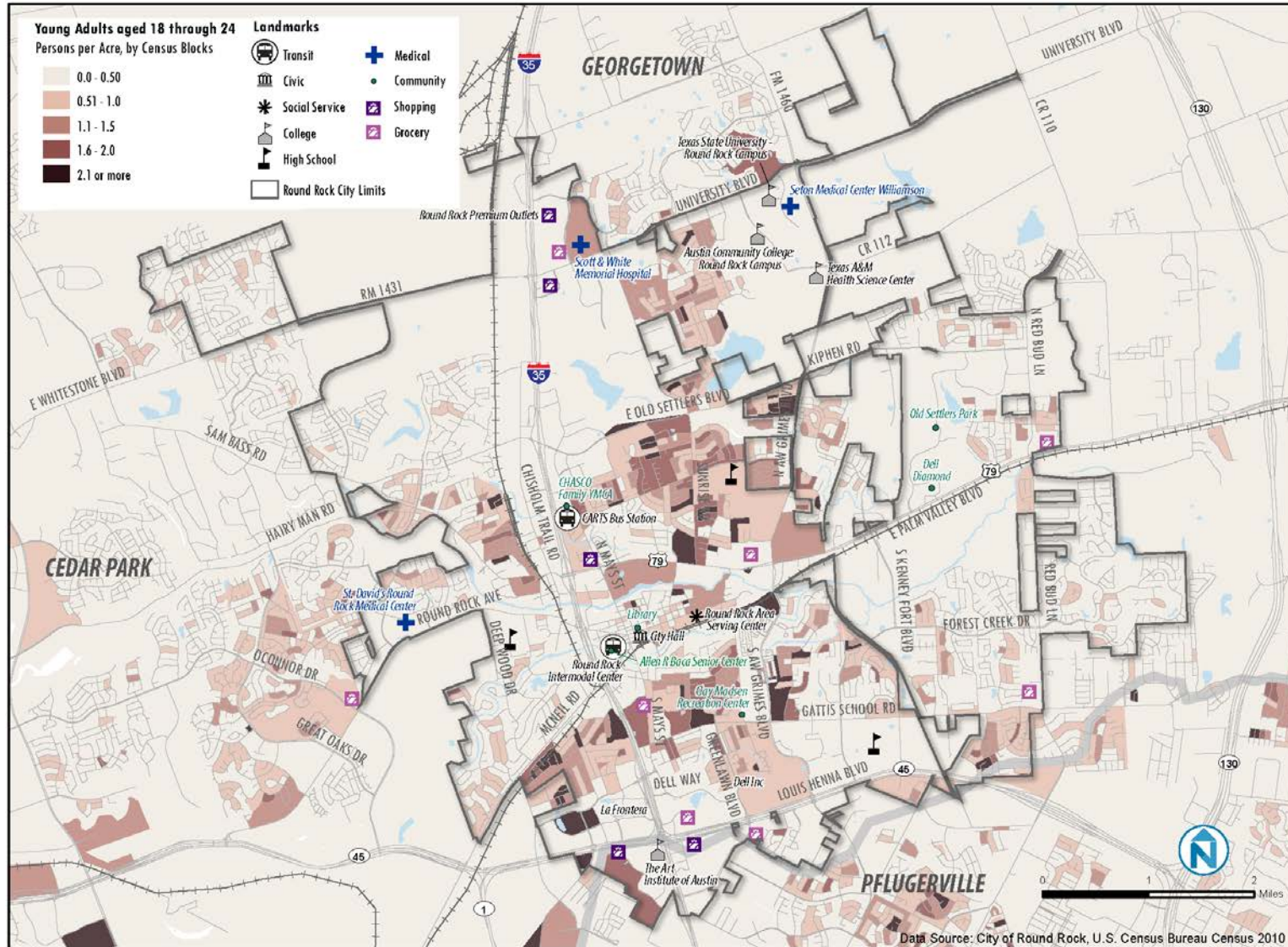
Senior Population

Figure 19 shows that part of the senior population is heavily concentrated in the following areas:

- East of Round Rock High School and west of I-35
- The Flats neighborhood east of Downtown
- Senior housing along Cushing Drive

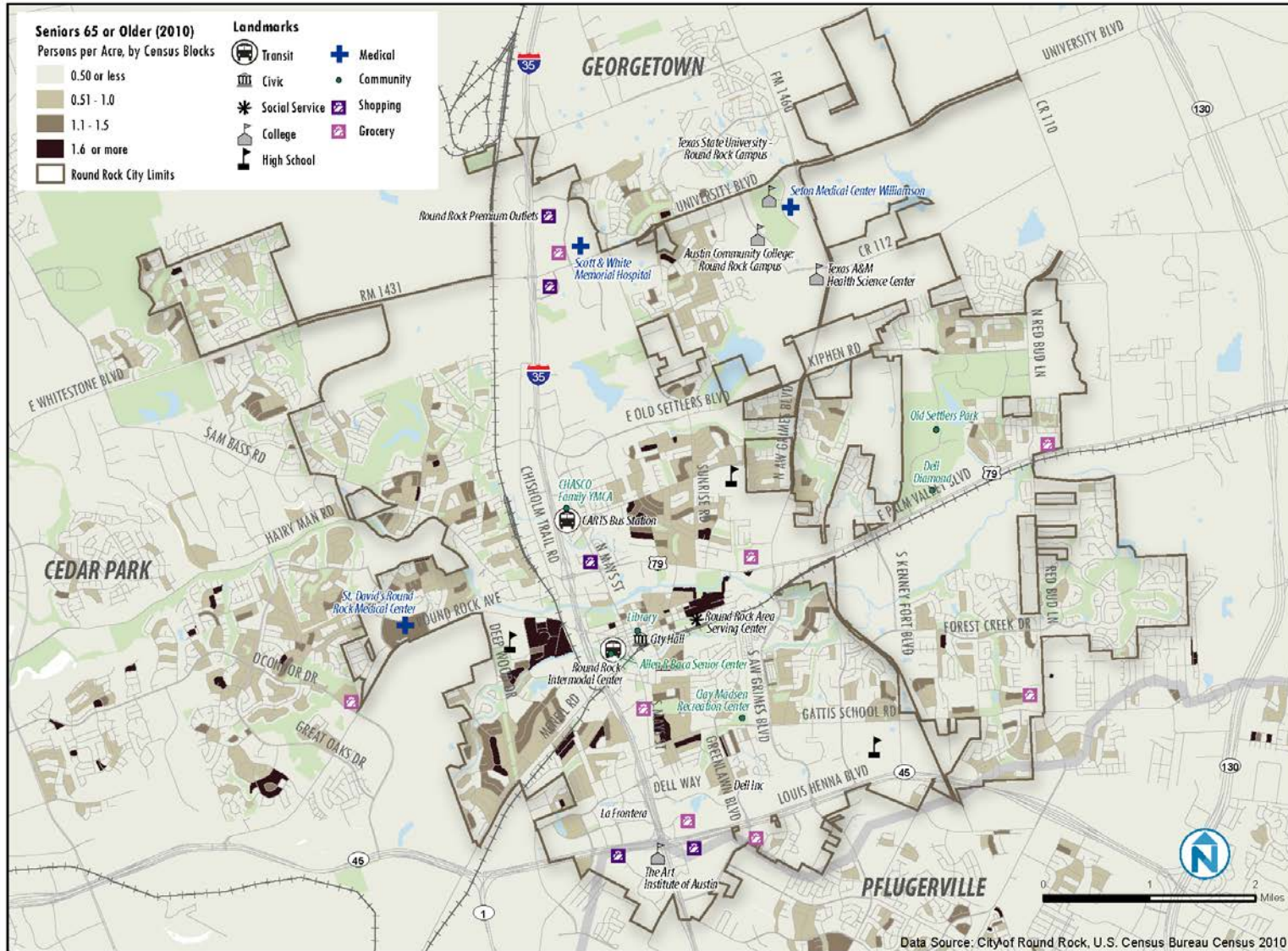
Round Rock Transit Plan – Final Report
 City of Round Rock

Figure 18 Young Adult Population



Round Rock Transit Plan – Final Report City of Round Rock

Figure 19 Senior Population



Low-Income Population

Low-income was defined as those whose income is below the poverty threshold defined for their specific family type. The poverty threshold is defined by the Census Bureau based on the number of family members and the number of family members under 18 years old. Figure 20 illustrates that the highest concentrations of low-income persons can be found:

- North of East Palm Valley Boulevard and south of Old Settlers Boulevard between I-35 and Sunrise Road
- North of Gattis School Road and south of Logan Street between Mays Street and A.W. Grimes Boulevard
- Within the Chisholm Valley neighborhood and La Frontera
- Between Sam Bass Road and the Union Pacific Railroad

Zero Vehicle Population

Figure 21 shows that there is a strong relationship between low-income households and car-free households. The highest concentrations occur:

- Just south of downtown along Cushing Drive and S A.W. Grimes Boulevard
- Just north of downtown along Sunrise Road
- West of I-35 in La Frontera, Chisholm Valley, and Round Rock West

Renter Population

Figure 22 illustrates a high correlation between high density, multi-family residential complexes and areas where renters live. Concentration patterns of the renter population largely mirror that of low-income households, with the addition of one notable pocket just west of St. David's Round Rock Medical Center.

Transit Propensity

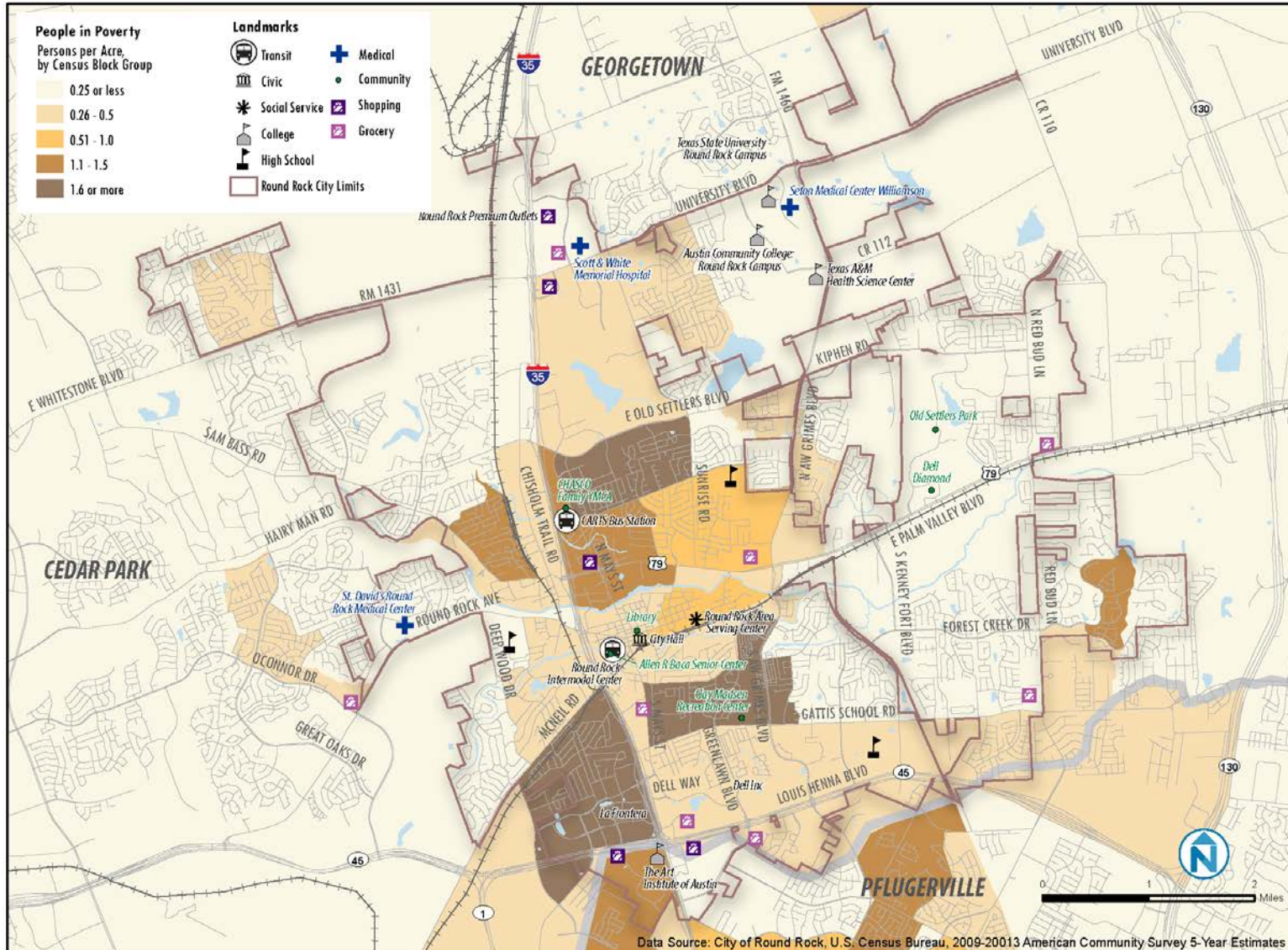
Figure 23 is a Transit Propensity map, which predicts demand for transit based on combined scores that reflect density levels of young adult, seniors, low-income, car-free, and renter populations. Areas that demonstrate the highest likelihood for transit demand mainly include those within close proximity to downtown, including:

- The area bounded by Sunrise Road, Old Settlers Boulevard, and Highway 79
- East of downtown known as The Flats
- South of downtown along Cushing Drive, Gattis School Road, and A.W. Grimes

It should be noted that this map reflects origins that are more likely to drive transit-based trips but does not account for employment density, shopping, education centers, or other trip generators that may attract ridership as popular destinations.

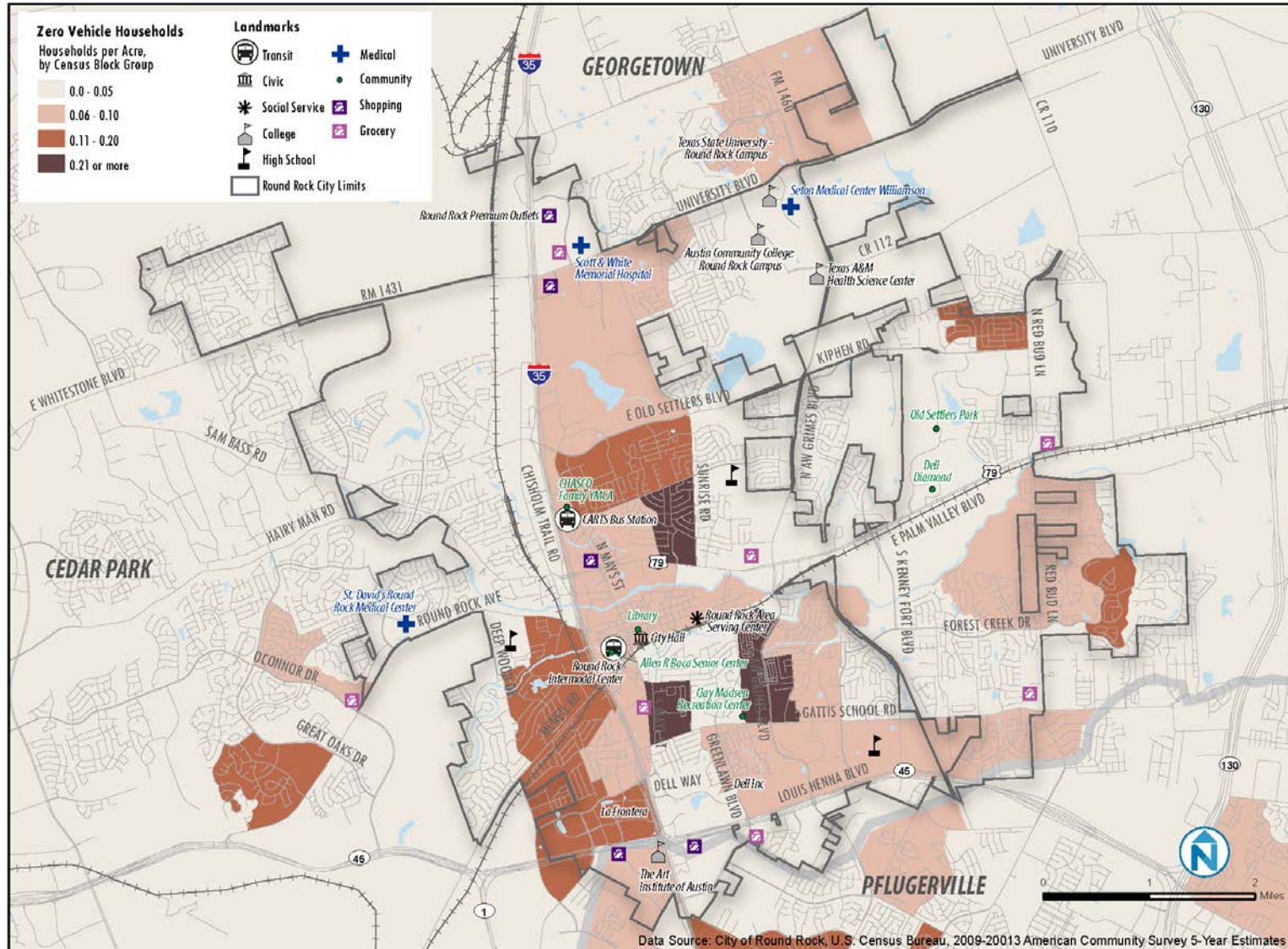
Round Rock Transit Plan – Final Report
City of Round Rock

Figure 20 Low-Income Population



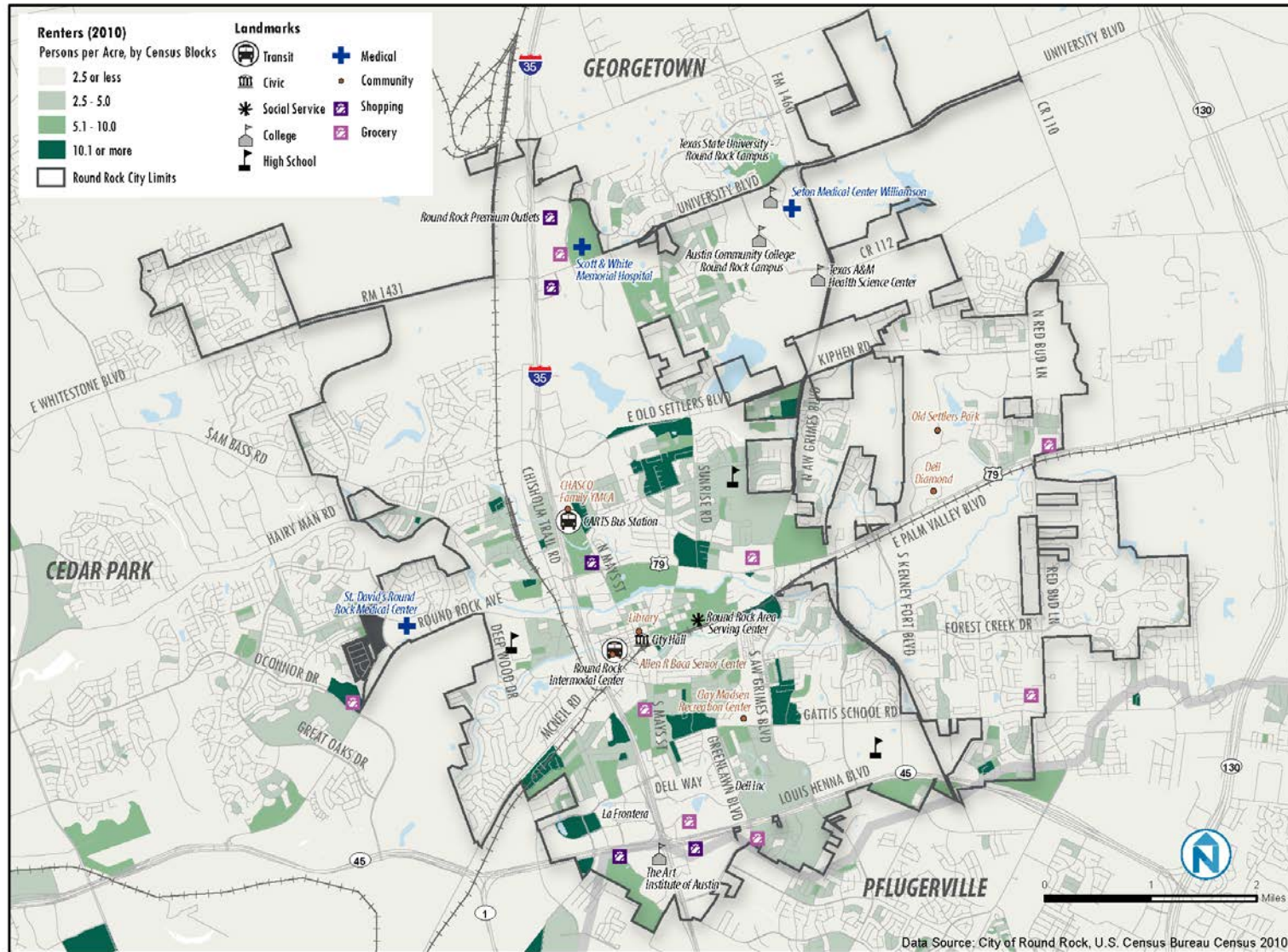
Round Rock Transit Plan – Final Report
City of Round Rock

Figure 21 Zero Vehicle Households



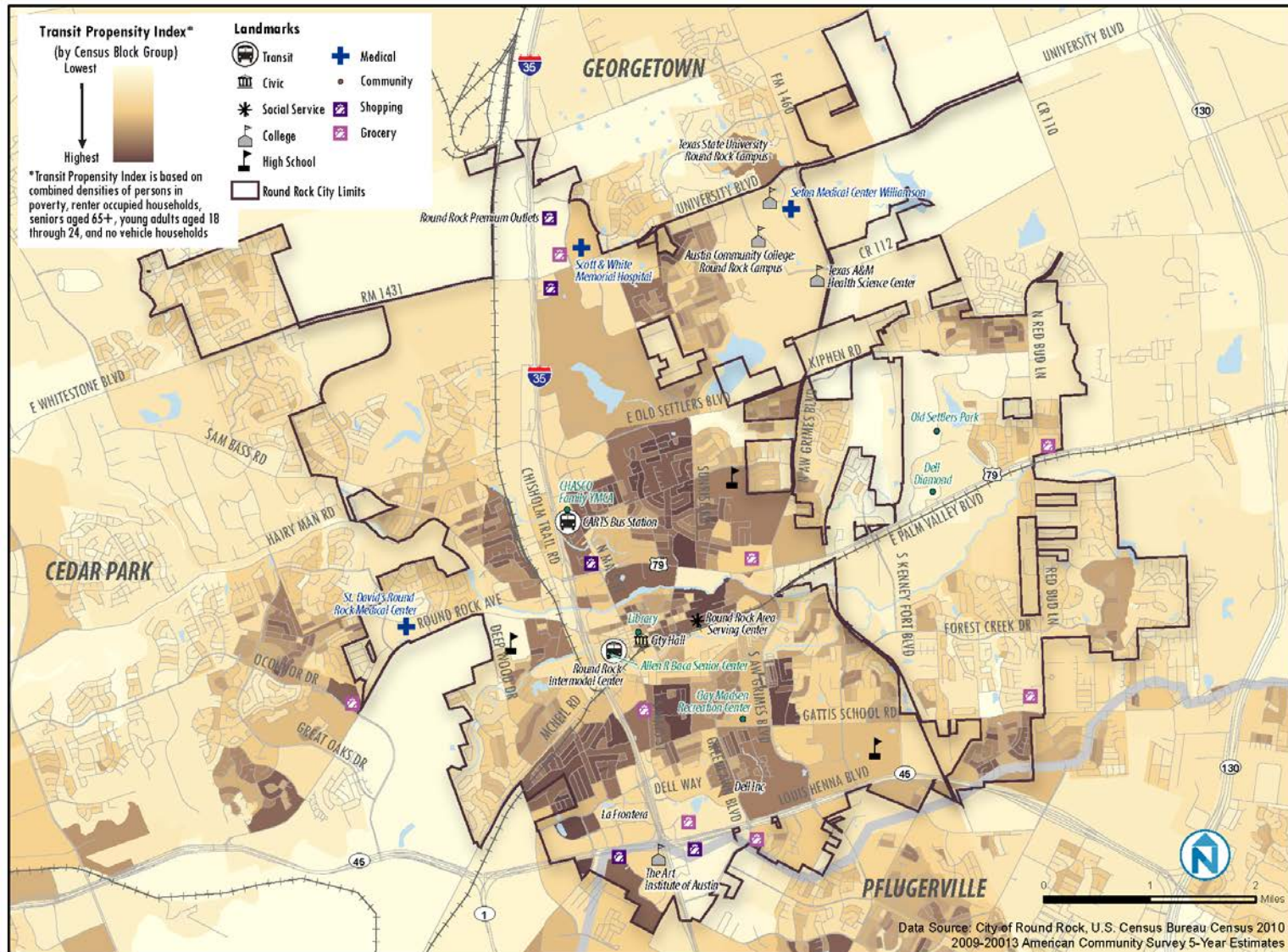
Round Rock Transit Plan – Final Report
City of Round Rock

Figure 22 Renter Population



Round Rock Transit Plan – Final Report City of Round Rock

Figure 23 Transit Propensity Index



LOCAL EMPLOYMENT CHARACTERISTICS

Round Rock is home to several large employers, most notably Dell, Inc. A list of Round Rock-based companies with over 250 employees is provided in Figure 24.

Figure 24 Major Employers in Round Rock

Company	Employees	Description
Dell, Inc.	14,000	Headquarters/Information Technology
Sears Teleserv	1,600	Call Center
Emerson Process Management	875	Division Headquarters/Automation Process Systems
Round Rock Premium Outlets	800	Destination Retail
Scott & White Healthcare	750	Healthcare
Texas Guaranteed Student Loan	700	Headquarters/Credit Reporting & Collections Services
St. David's Round Rock Medical Center	689	Healthcare
Liquidation Channel	600	TV/Internet Retailer
Wayne	600	Pump Manufacturing
Seton Medical Center Williamson	450	Healthcare
Michael Angelo's Gourmet Food	370	Headquarters/Frozen Specialty Food Manufacturing
Field Asset Services	325	Residential Real Estate Brokerage & Management
Chasco Constructors	320	Infrastructure Construction
TECO Westinghouse Motor Company	300	Headquarters/Motor & Generator Manufacturing
Toppan Photomask	250	Headquarters/Optical Instrument & Lens Manufacturing

Source: Round Rock Chamber of Commerce

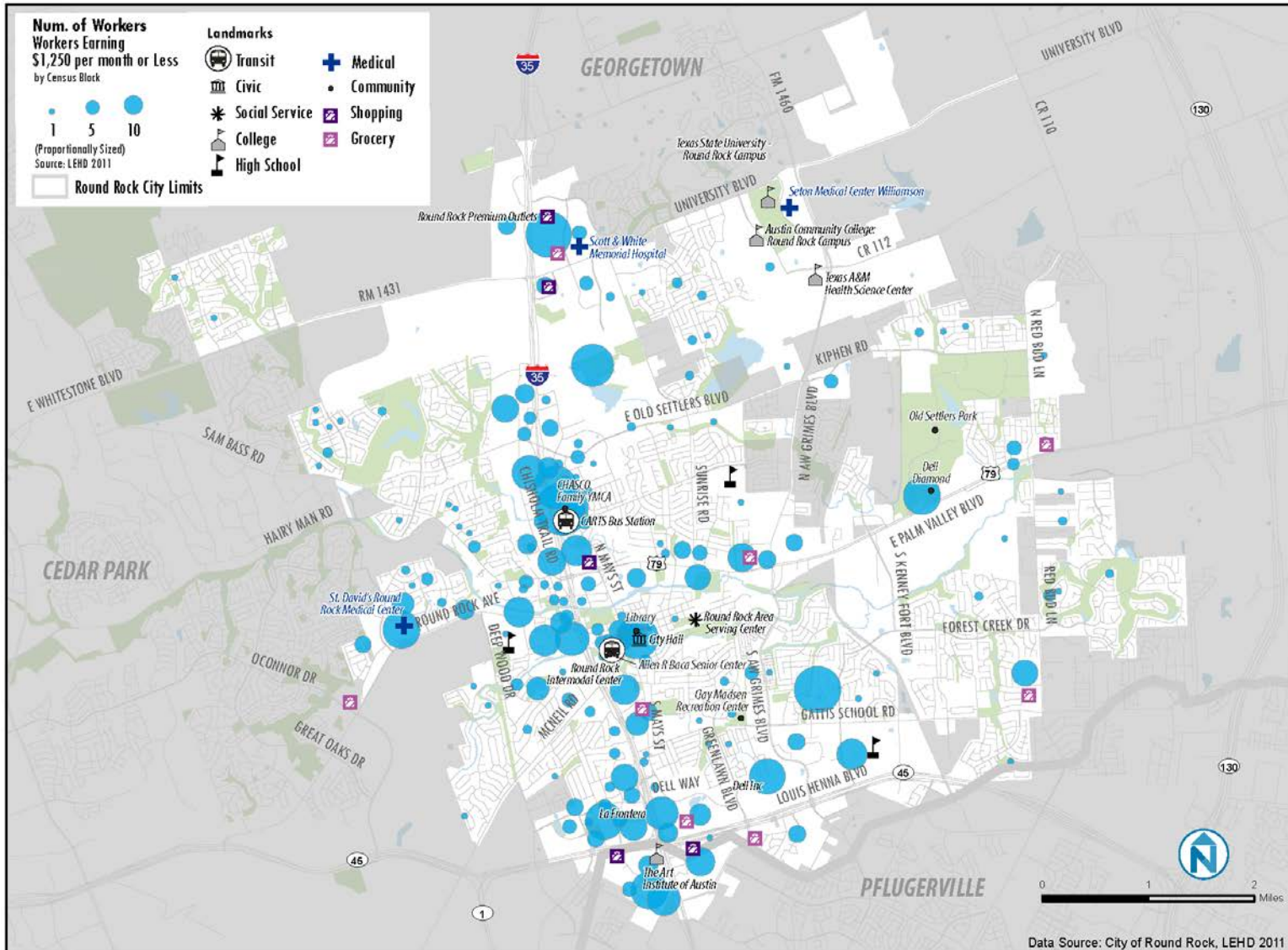
Employment density within Round Rock is depicted in Figure 25. Locations with the highest population densities include the I-35 frontage road, **St. David's Round Rock Medical Center** and the southwest corner of the I-35 and SH 45, which is where the Liquidation Channel and **Michael Angelo's Gourmet Food** are located.

Figure 26 depicts the residential locations of people who live and work in Round Rock and have a monthly income below \$1,250 (\$15,000 annually). This graphic identifies residential areas that are most likely to benefit from transit service for job access. The highest concentrations of low-income employees are in neighborhoods north and south of downtown, roughly bordered by Mays St, Old Settlers Boulevard, A.W. Grimes Boulevard and Gattis School Road

Figure 27 depicts the work locations of people who live and work in Round Rock and have a monthly income below \$1,250 (\$15,000 annually). This graphic identifies corridors and business parks that are most likely to benefit from transit service for job access. Employment locations of low income workers are concentrated mostly along the I-35 and SH 45 corridors.

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 27 Employment Locations of Low-Income Workers in Round Rock



REGIONAL EMPLOYMENT CHARACTERISTICS

The vast majority of Round Rock residents are employed outside of Round Rock, as shown in Figure 28. The ideal market for commuter express bus service is employees traveling a distance for 10-25 miles to a major activity center. The benefits of taking express services for distances shorter than 10 miles are diminished by the time required to access a park-and-ride facility. Commuter express bus service for one-way distances greater than 50 miles is typically not cost-effective or convenient due to the dispersed manner of employment locations. Approximately one-third of Round Rock residents travel 10-25 miles for employment, as shown in Figure 29. Furthermore, approximately ninety percent of Round Rock employees commuting 10-25 miles for employment travel to locations to the south or southwest. This finding indicates a high need for direct service to employment centers in Austin.

Figure 28 Employment Locations of Round Rock Residents

Employment Location	Employees	Percentage
Within Round Rock	8,102	84.9%
Outside of Round Rock	45,561	15.1%
Total	53,663	100.0%

Source: Census LEHD, 2013

Figure 29 Employee Travel Patterns by Direction

Distance	Employees	Percentage
0-10 miles	18,694	34.8%
10-25 miles	18,369	34.2%
25-50 miles	1,578	2.9%
50 or more miles	15,022	28.0%
Total	53,663	100.0%

Source: Census LEHD, 2013

Figure 30 Direction of Employees Traveling 10-25 miles

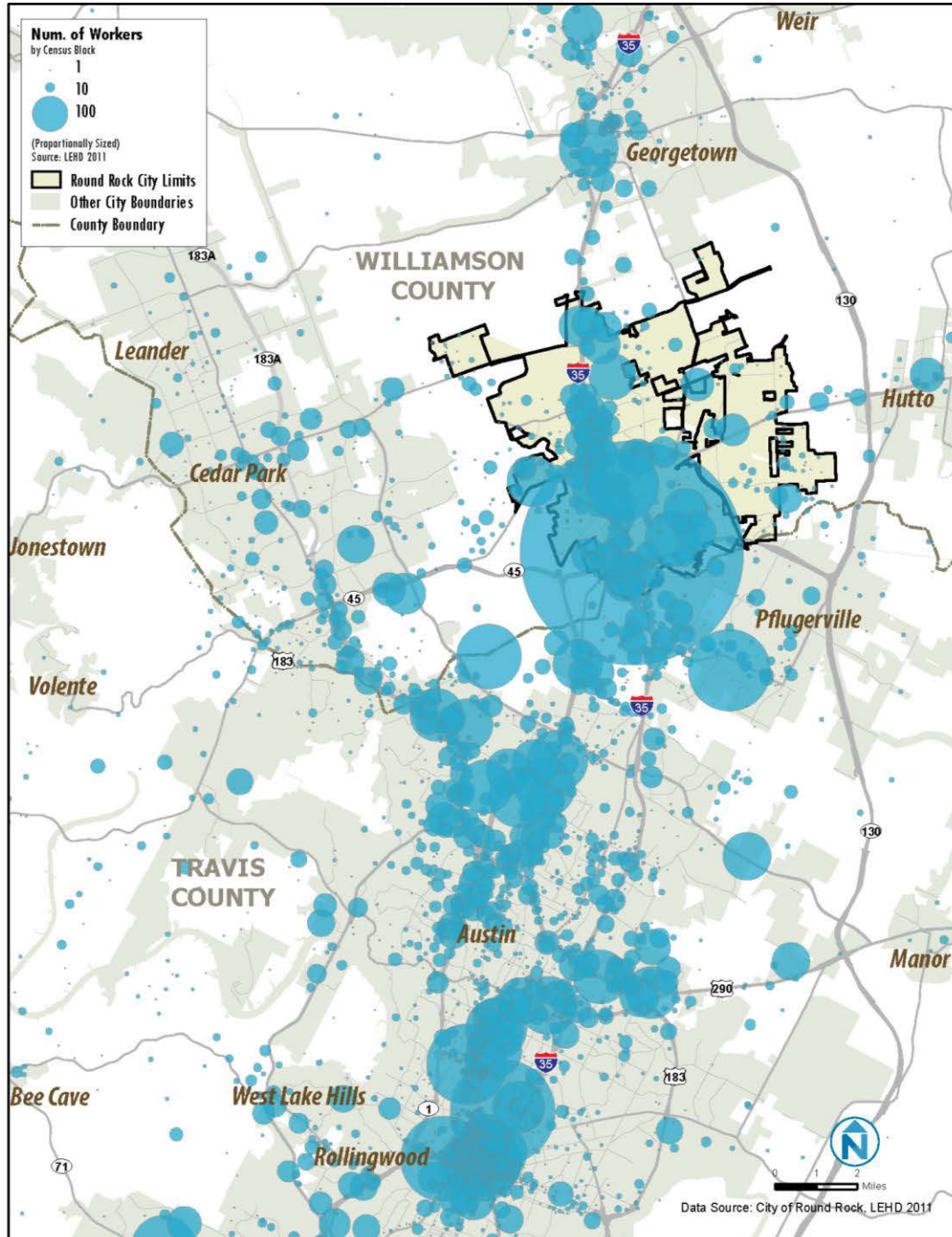
Direction	Employees	Percentage
Northwest	228	1.2%
North	423	2.3%
Northeast	97	0.5%
East	319	1.7%
South	11,297	61.5%
Southeast	271	1.5%
Southwest	5,122	27.9%
West	612	3.3%
Total	18,369	100.0%

Source: Census LEHD, 2013

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 31 shows that the regional employment locations of Round Rock residents are concentrated in downtown Austin, the University of Texas, Austin Seton Medical Center, and the North Burnet/Gateway area (Domain/IBM/ Pickle Research Center).

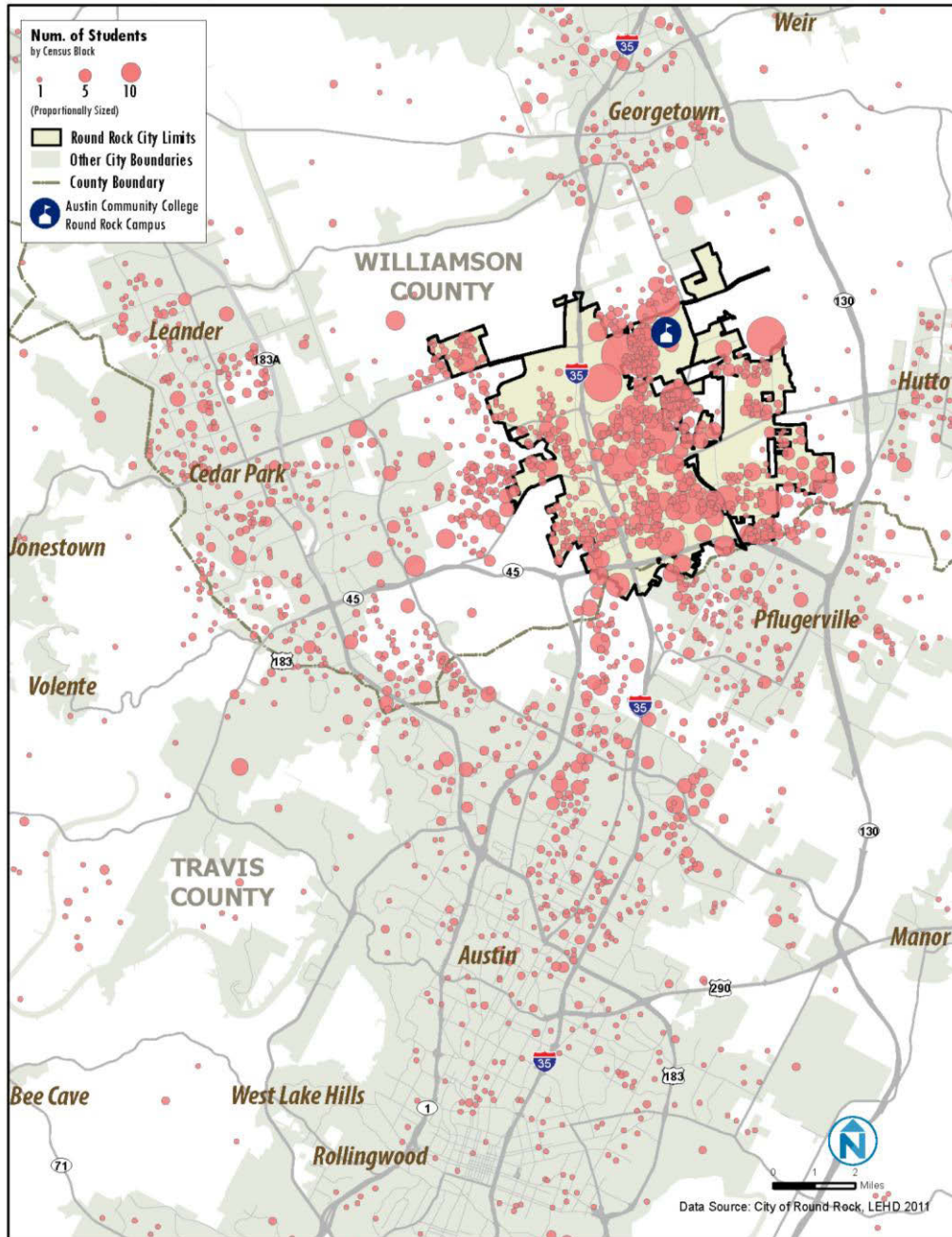
Figure 31 Employment Locations for Round Rock Residents



AUSTIN COMMUNITY COLLEGE STUDENT ORIGINS

Students at Austin Community College Round Rock tend to live within 12 miles of campus. Approximately 38% of students live within the City of Round Rock. Students also commute from surrounding communities such as Leander, Cedar Park, North Austin, Pflugerville, Hutto, and Georgetown, though not particularly concentrated in any of those communities. Figure 32 displays the points of origin for students commuting to ACC Round Rock.

Figure 32 Austin Community College Student Origins

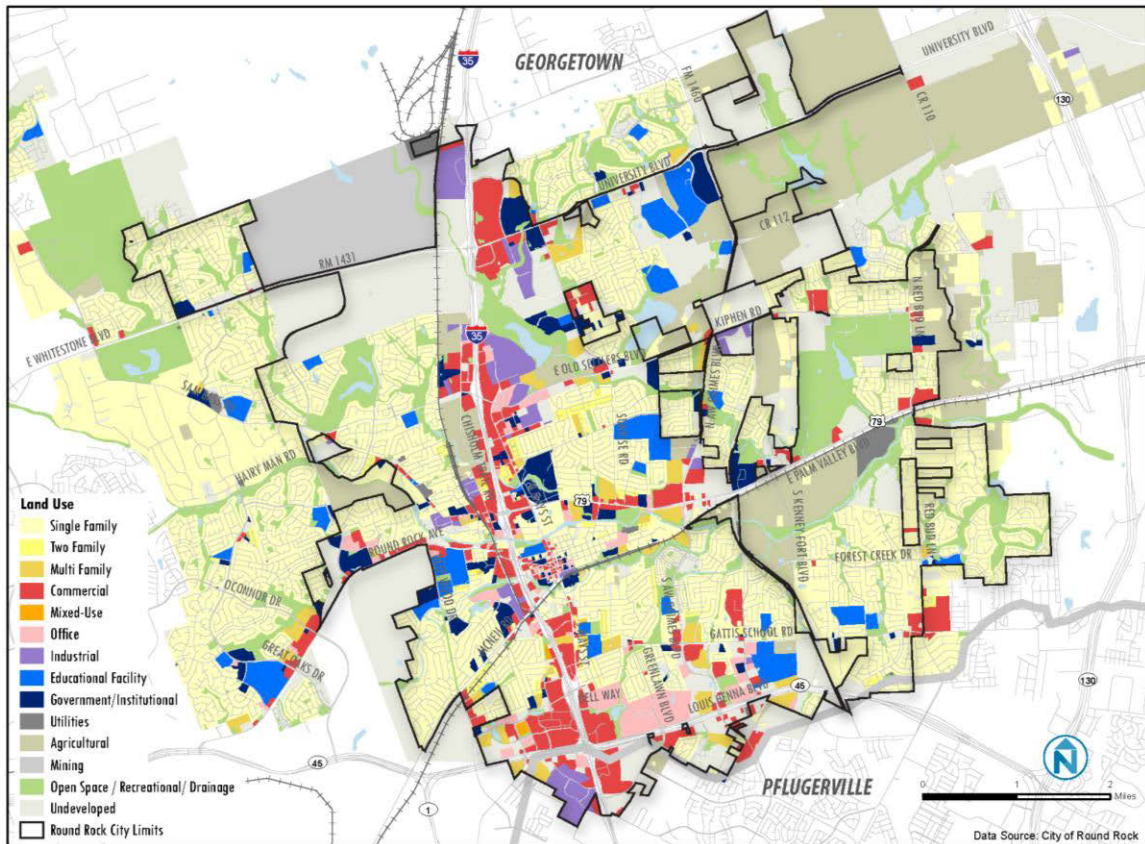


5 LAND USE AND INFRASTRUCTURE

EXISTING LAND USE

The current land uses in Round Rock are shown in Figure 33. Approximately 60% of the land area within the city and the ETJ has been developed, and that rises to 73% within the city limits. The developed acreage within Round Rock nearly doubled between 1998 and 2009.

Figure 33 Current Land Use



Residential Uses

Round Rock is primarily a residential community, with the majority of the land zoned single-family residential (44% of the developed land within city limits). The single-family housing stock in Round Rock and the ETJ is more than 90% of the available housing.

There are a limited number of multi-family developments, which align closely with the densest areas of the city. Multifamily residential is the fastest growing segment of residential land in the

city and the ETJ, with a 150% increase in the amount of multifamily-zoned land between 1998 and 2009. New apartment complexes in the northeast section of the city—in proximity to the college campuses—have played a significant role in increasing the supply of multifamily housing in recent years.

One of the goals of the Round Rock General Plan 2020 is to encourage a wider variety of housing types and allow high-density residential in certain areas. While in 2002 the city allowed only low-density multifamily housing, it now allows low-, medium-, and high-density.

The City of Round Rock Department of Planning and Community Development recently developed population projections for the City of Round Rock and Greater Round Rock. Continued population growth is expected in Round Rock over the next ten years. It is predicted that the **City's population will exceed 150,000 by 2025, and that Greater Round Rock's population will reach 210,000 by 2025.**

Commercial Uses

Rapid development in **Round Rock has changed the city's landscape, with agricultural and industrial lands rezoned and redeveloped as commercial areas.** The amount of land dedicated to commercial uses in Round Rock increased by nearly 50% between 1998 and 2009. The major commercial corridor in Round Rock is along I-35—including IKEA and the Round Rock Premium Outlets—although there are additional pockets of commercial activity to the west and east of I-35 along US-79 and SH 45.

Mixed Uses

In recent years, Round Rock's planning efforts have embraced mixed-use and multi-use development. Mixed-use zoning is often an important component in supporting transit ridership, and it plays a critical role in creating more walkable and bikeable communities. La Frontera, in southwest Round Rock, **is home to the city's first new multi-use development.** The area includes retail shops, a major hotel, restaurants, and multifamily housing.

The Downtown Master Plan (adopted in March 2013) recommended public infrastructure improvements and new zoning regulations designed to enhance the traditional character of **Round Rock's downtown and to create new vibrancy in downtown. By creating three mixed-use zoning districts,** the plan strives to create a pedestrian-oriented downtown with retail, restaurant, residential, and commercial and office uses throughout the district.

Important for future development in Round Rock is the fact that a quarter of the city's zoned acreage is designated as a Planned Unit Development (PUD). The General Plan notes that this is a positive land use trend, as the purpose of PUD zoning is to encourage an innovative approach to land use design. PUD zoning allows concepts that are not possible in traditionally zoned areas, including mixed uses and creative site design.

EXISTING TRANSPORTATION INFRASTRUCTURE

The existing transportation infrastructure in Round Rock is reflective of an era during which Round Rock began to experience significant growth. All but the local streets are designed to move as many vehicles as quickly as possible—they are wide with turning lanes, limited access, and **generally high speeds. Many neighborhoods have sidewalks, and the city's trail system provides pedestrian and bicycle routes to various recreational destinations.** Round Rock has elected to

provide bike facilities on shared use paths along many roadways, many of which tie into the trail network. However, on-street bicycle facilities are uncommon and many sidewalks along arterials offer no buffer from traffic. Roadway crossings are the biggest barrier to non-motorized connectivity and future transit access, as signals are widely spaced in many areas and timed to facilitate vehicle through-put.

Street Classifications

Street system design and classification depend on the type of uses, traffic volumes and directions, and trip distances. The functional classification system in Round Rock includes freeways, arterials, collectors, and local streets.

- **Freeways** are a limited-access approach to moving a large number of vehicles at high speeds and are not intended to serve local traffic needs. Today, I-35 provides north-south freeway access to and through Round Rock, and SH-45 and SH-130 provide east-west and north-south frontage access in Round Rock.
- **Arterials** are continuous routes that serve both local and regional high-volume traffic needs. Access is controlled by intersections, left turn lanes, and signals. Auto speeds are often greater than 45 mph, and bikes and pedestrians may need extra protection to feel comfortable or safe along an arterial.
- **Collectors** are designed for medium volume and lower speed traffic (defined, for Round Rock, as 30-35 mph). These types of streets provide access and movement within most areas of the city. Higher intensity development is allowed to front on collector streets, but access to single-family development is generally discouraged. **Local streets** provide low volume, low speed access to small areas. In Round Rock, those areas are primarily, if not exclusively, residential. The number of dwellings fronting the street may be limited as may the length of local streets.

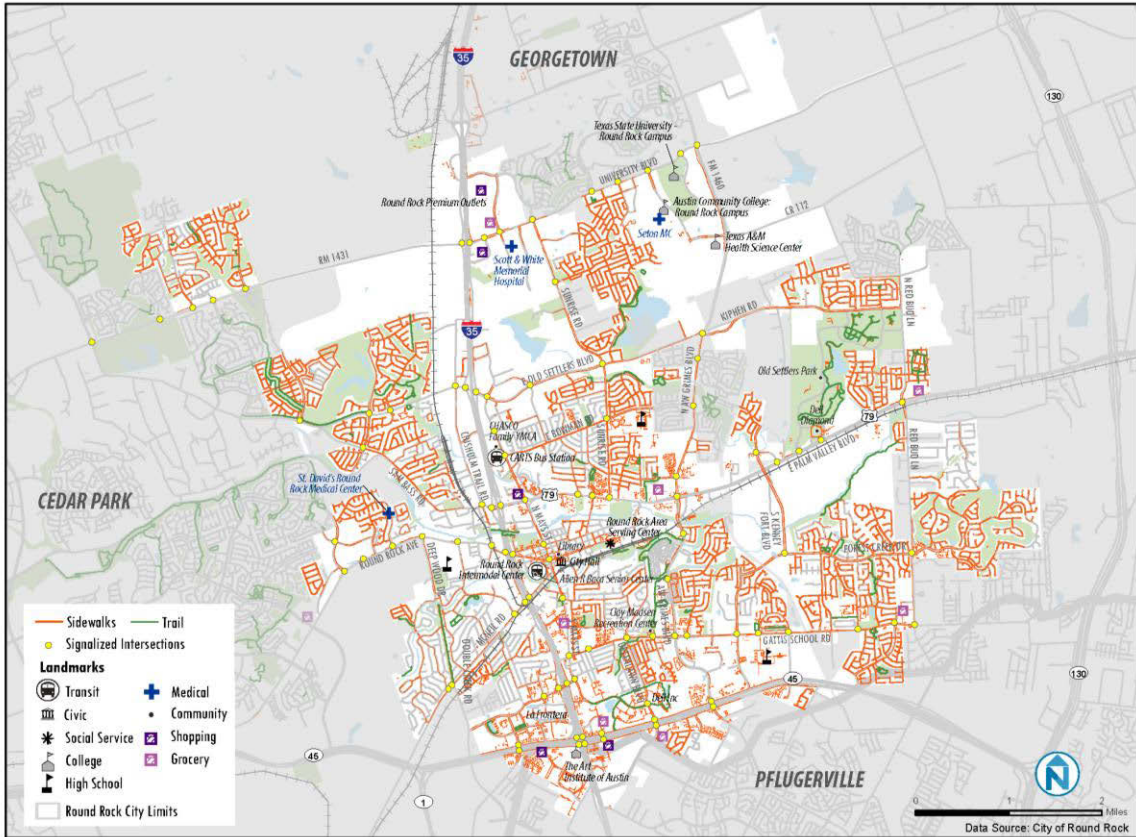
Pedestrian and Bicycle Infrastructure

Round Rock grew quickly from the 1970s to today, transitioning from a small, compact, pedestrian-oriented city to a city of single family land uses connected by a hierarchical street system. Bisected by I-35 and US-79 and bounded by SH-45 and SH-130, the city is auto-oriented and auto-dependent. While these highways help to connect Round Rock to surrounding areas, they present challenges for pedestrian and bicycle connectivity throughout the city and ultimately make access difficult for people who are not in a car.

The city has a Sidewalk Gap Program that strives to expand the sidewalk network and improve pedestrian connectivity, safety, and convenience. While many areas of the city have sidewalks (as shown in Figure 34) and developers are required to build sidewalks, the quality of the pedestrian environment could often be improved. An undesirable pedestrian environment can be a significant deterrent to transit usage, as every transit trip starts with a walking trip. The city currently manages 79 traffic signals, with a focus on minimizing stops for the peak direction auto traffic flow, which could result in significant delay for pedestrians waiting to cross the street. In some places Round Rock has implemented pedestrian-priority infrastructure such as the mid-block crossing on Dell Way at Greenlawn.

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 34 Pedestrian Infrastructure



Round Rock’s existing built form is generally suburban in nature, with cul-de-sacs and loop roads that form insulated neighborhood pockets.

Additionally, many neighborhoods have tall fence walls surrounding them, which prohibit movement into and out of the neighborhoods except at controlled points of access. This type of neighborhood design makes pedestrian and bicycle connectivity challenging, particularly between neighborhoods. Most major roadway in Round Rock have channelized left turn lanes at intersections or continuous left-turn lanes, creating long crossing distances for pedestrians.



Neighborhood barriers along E. Bowman Rd at Willowbend Dr (photo by Nelson\Nygaard)

Downtown Round Rock has a more traditional grid pattern to its streets, with shorter blocks that promote greater connectivity. Downtown also has good quality pedestrian infrastructure, with marked crosswalks, accessible signals and ramps, as well as trees and landscaping. These elements create a safer and more pleasant environment for pedestrians.

Today, Round Rock has approximately 15 miles of multi-use trails that offer connections to a number of recreational destinations. For example, Brushy Creek East Trail stretches more than three miles from A.W. Grimes Boulevard to Forest Ridge Boulevard and connects to the Play for All Abilities Park. Several additional miles of trails are in the planning stages, and the city has developed a Trail Master Plan, which identifies roadway crossings as a significant challenge and suggests grade-separated crossings at major thoroughfares as one potential solution.

The Transportation Master Plan identifies a number of 2-, 4-, and 6-lane roadways as future bicycle facilities. In order to make these facilities successful and comfortable for all types of cyclists, Round Rock may consider implementing shared-use paths, or protected bicycle facilities to provide a buffer between vehicular traffic.



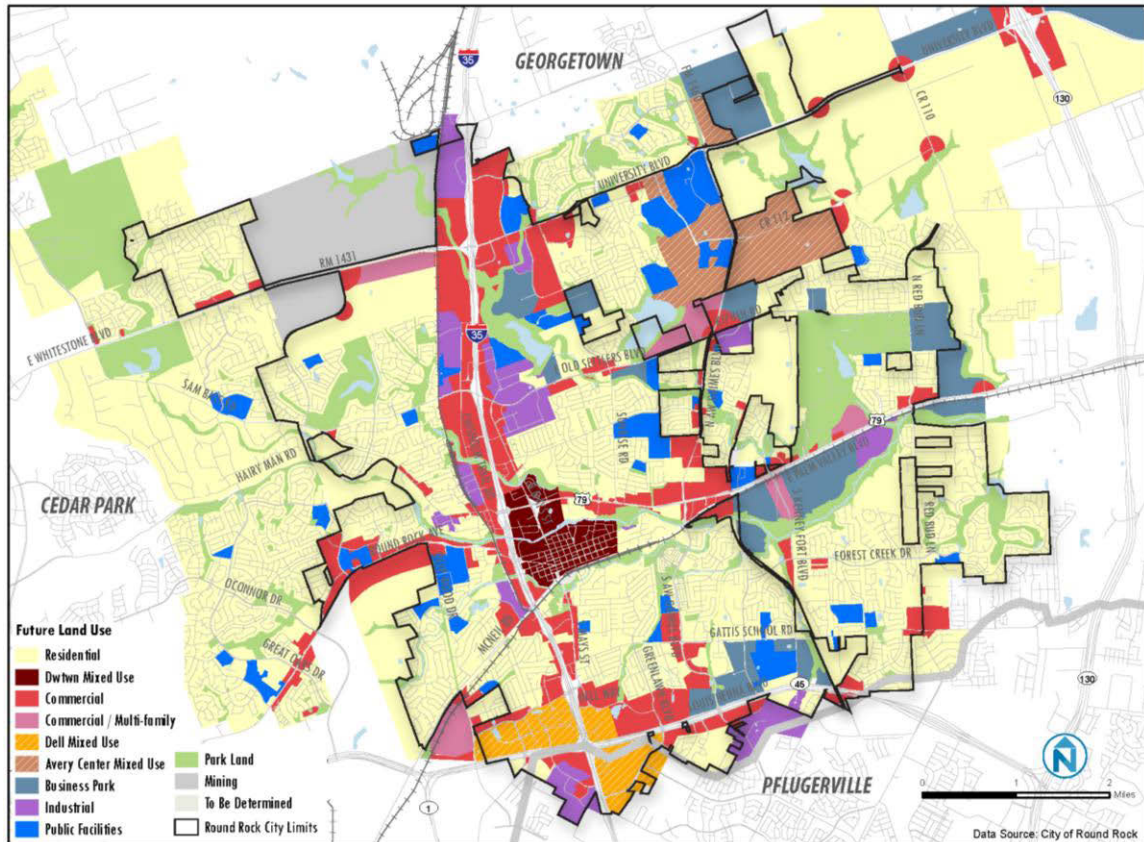
FUTURE LAND USE

The General Plan 2020 sets forth assumptions about future land uses in Round Rock and its ETJ. **In general, Round Rock’s robust growth is expected to continue, and the city will transform from a smaller suburban community into a mid-size city and a center of economic activity for the region.** Higher education campuses, hospitals, and destination retail facilities will play a major role in the growth; the growth in higher education facilities is particularly important for the growth of transit in the area.

While there is a strong desire to maintain the existing character of the community, mixed-use development is expected to increase and will be used as an alternative to auto-dependent single-use developments. Moving forward, the General Plan identifies mixed-use developments as a priority, recognizing that the close proximity of different land uses has the potential to increase pedestrian use. The General Plan acknowledges that mixed-use developments function best in **“areas where transportation infrastructure efficiently provides high traffic volumes, ideally resulting from public transit.”**

Figure 35 represents the anticipated future land use in 2020 and shows the bulk of future mixed-use development in the **city’s northeastern section and parts of downtown.** The future land use map identifies three areas as suitable for mixed-use development: Downtown, Dell/La Frontera, and Avery Centre. It also indicates plans for approximately five new commercial/multifamily zones.

Figure 35 Future Land Use



Although more areas of Round Rock will be designated for multifamily development in the future, there remain strict density requirements that will impact the use of transit. From a maximum of 12 units per acre in low density multifamily to 20 units per acre for medium density multifamily, only the zoning designation of urban multifamily allows high density multifamily development, with exact densities to be determined through the PUD zoning process.

The General Plan designates University Ave and A.W. Grimes Boulevard as growth corridors. Concentrating growth and development along these corridors may make transit a more attractive option to serve people’s diverse travel needs moving forward. The corridor is expected to accommodate the majority of new development in the city. With two major hospitals, IKEA and the Round Rock Premium Outlets, and three higher education facilities, the growth corridor is expected to have a large economic and demographic impact on Round Rock and will require a range of housing types to support a more diverse population.

FUTURE TRANSPORTATION INFRASTRUCTURE

The General Plan sets the highest transportation priority as the need to “identify and plan for future connectivity and mobility needs and options,” with the development of a public transportation plan as a second tier priority. In outreach associated with the General Plan, residents of Round Rock demonstrated strong support for bus and rail service and for a diverse, integrated transportation system.

Round Rock Transit Plan – Final Report
City of Round Rock

While pedestrian and bicycle planning is mainly tied to recreational uses in Round Rock—and is captured this way in the General Plan—the importance of multimodal connections to transit **cannot be overemphasized. One of the highest priorities in the “Parks, Recreation, & Open Space” chapter of the plan is to “identify and plan for future connectivity and mobility needs and options.” And within the priority recommendations, the first is “create a range of walking and biking options” in Round Rock.**

The General Plan recommends an assessment of potential trail, bike lane, and sidewalk connections to reach all parts of the city. The 2020 goal is to triple the number of trail and greenbelt miles in Round Rock. A number of high priority trail projects are identified to address mobility and connectivity issues, including 1.5 miles of downtown area trails and a 5.8-mile trail from Downtown to the university center area. The planned trail network depicted in the Transportation Master Plan will provide a much greater degree of connectivity for cyclists and pedestrians than currently exists in Round Rock.

Other future transportation facilities may include a commuter rail link to Capital Metro’s commuter rail system. The current limitations of the Capital Metro line cannot support added service from Round Rock. While a commuter rail extension is well in the future, it is important to begin developing transit ridership with bus service.

Finally, the General Plan calls for forward-thinking corridor design efforts, with a first step being the identification of all streets worthy of corridor planning. The intent is that these corridors are considered holistically, with strategies including sidewalks, bike lanes, buried utilities, and trees, all of which promote active transportation. Sunrise Road and Gattis School Road are ideal candidates for these types of infrastructure enhancements, as well as high-density infill development.

6 PEER REVIEW

INTRODUCTION

The purpose of the peer review is to evaluate transit systems of cities similar to Round Rock to identify best practices and potential pitfalls involved in the development of transit services. The cities selected for this analysis (Figure 36) are similar to Round Rock in terms of population, density, and proximity to a major regional urban center. The out-of-state peers are each fast-growing mid-size cities with strong local economies and a strong connection to the respective regional center. Peer cities within the state of Texas share similar characteristics, however, are part of significantly larger metropolitan areas, such as Houston, Dallas-Fort Worth.

Figure 36 Peer Cities Characteristics

Peer City	Metropolitan Area	Distance to Regional Center (miles)	Population ¹	Density (Persons per Acre)
Round Rock, TX	Austin	19	109,821	6.0
Cary, NC	Raleigh-Durham	12	151,088	4.3
Murfreesboro, TN	Nashville	34	117,044	4.4
Rock Hill, SC	Charlotte	27	69,103	2.4
Rancho Cordova, CA	Sacramento	13	65,000	3.0
Lewisville, TX	Dallas-Fort Worth	25	101,074	4.1
The Woodlands, TX	Houston	30	107,769	3.9
McKinney, TX	Dallas-Fort Worth	33	155,142	3.7

Transit characteristics evaluated in this peer review include the evolution of transit service, operating structure, funding strategies, ridership performance, local partnerships, and regional coordination. A summary of transit services offered by each peer system is provided in Figure 37.

¹ 2013 Census American Community Survey Estimate

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 37 Peer City Transit Services Provided

Peer City	Demand Response	Local Bus	Commuter Bus	Rail Connection
Round Rock, TX	Yes	-	-	-
Cary, NC	Elderly/Disabled Only	Yes	Yes	-
Murfreesboro, TN	-	Yes	Yes	-
Rock Hill, SC	Yes	-	Yes	-
Rancho Cordova, CA	-	Yes	-	Yes
Lewisville, TX	Yes	Yes	-	Yes
The Woodlands, TX	Elderly/Disabled Only	Trolley	Yes	-
McKinney, TX	Yes	Yes	Yes	Yes

CARY, NORTH CAROLINA

Background

The Town of Cary began operating door-to-door transit services for seniors and persons with disabilities in 2001. The service was expanded to the general public in 2002. In 2005, C-Tran began operating five fixed routes for the general public. In 2007, fixed route service was expanded with the addition of a counterclockwise loop to enhance service on the previously one-directional Maynard Loop and shelters were installed at the most frequently used stops. In 2009, fixed route service was expanded again with extensions on two routes. In 2012 and 2013, C-Tran made several investments in technology, including the addition of electronic fareboxes, automated passenger counters (APCs), and a real-time arrival app.

C-Tran (which will be rebranded as GoCary in 2016) continues to operate 6 fixed routes as well as door-to-door demand response service open to seniors and disabled persons. Four fixed routes operate on a timed transfer at the downtown train station (served by Amtrak), meeting every 30 minutes during peak times and every 60 minutes during off peak times. Two routes operate a bi-directional loop every 60 minutes, which intersects each of the four routes outside of downtown. All routes operate 6:00 a.m. – 10:00 p.m. Monday through Saturday. C-Tran routes also offer connections to GoTriangle express routes, which connect to downtown Raleigh, as well as GoRaleigh route 11L, which provides local service in Raleigh. Fixed Route fares are \$1.50. The Demand Response door-to-door service operates in town as well as to Chapel Hill, Durham, and Raleigh. Fares range from \$3 for trips made within Cary to \$10 for longer trips serving outlying cities.

Operating Structure & Funding

Operations are contracted through MV Transit, who also owns all vehicles. Currently C-Tran uses 12 paratransit vehicles and 16 fixed route vehicles. To date C-Tran has used cutaways for its fixed route service but it has its first 30 foot bus on order. The cost maintenance, vehicle storage, and office facilities leased by MV transit are included in the contractual costs as well.

The total cost of fixed route and demand response services in 2013, including capital cost of contracting, was \$3.5 million. More than half of funding, \$1.87 million, comes from the local contribution, which is comprised of about \$550,000 in revenues from a vehicle license fee for Cary residents and the remaining \$1.3 million from the town's general fund.

Funding	Fixed Route	Door-to-Door	Total
Federal	\$635,609	\$520,043	\$1,155,652 (33%)
State	\$210,147	\$3,657	\$213,804 (6%)
Local*	\$903,694	\$965,510	\$1,869,204 (53%)
Farebox	\$152,722	\$131,028	\$283,750 (8%)
Total	\$1,902,172	\$1,620,238	\$3,522,410

*Includes revenues from vehicle license fee and general fund contribution.

Performance Characteristics

Ridership has steadily increased since the system’s inception in 2001. The first full year of fixed route served (2006) had 23,000 passenger boardings, a number that has increased tenfold in less than a decade. Door-to-door ridership has remained fairly steady with an all time high of 55,000 in 2005, the year that fixed route service was first implemented.

2013	Fixed Route	Door-to-Door	Systemwide
Passenger Trips	279,286	48,607	327,893
Revenue Hours*	32,000	27,000	59,000
Trips per Hour	8.7	1.8	5.6
Cost per Trip	\$6.81	\$33.33	\$10.74

* Estimate

Partnerships and Coordination

C-Tran coordinates with GoTriangle and GoRaleigh on a number of levels, including its new regional branding effort. Schedules for routes that serve the Cary Train Station (four of C-Tran’s routes and GoTriangle Express routes) are coordinated in a manner that they arrive and depart at the same time, allowing for easy connections. In a 2014 passenger survey 25% of respondents stated that they transfer to or from a GoTriangle route and 29% indicated that they transfer to or from a GoRaleigh route.



C-Tran (left) and GoTriangle (right) vehicles have coordinated schedules in Cary.

C-Tran has created a GoPass program for Town employees that allow them to ride local or regional services for commute purposes only. About 50 employees hold GoPass cards and C-Tran is investigating expanding the program through a partnership with North Carolina State University.

All systems have recently coordinated to raise fares together. C-Tran has implemented the fare increase, raising fares from \$1.00 to \$1.50 over the past two years. GoTriangle and GoRaleigh have implemented the first phase of the increase to \$1.25 but have not yet completed the second increase to \$1.50.

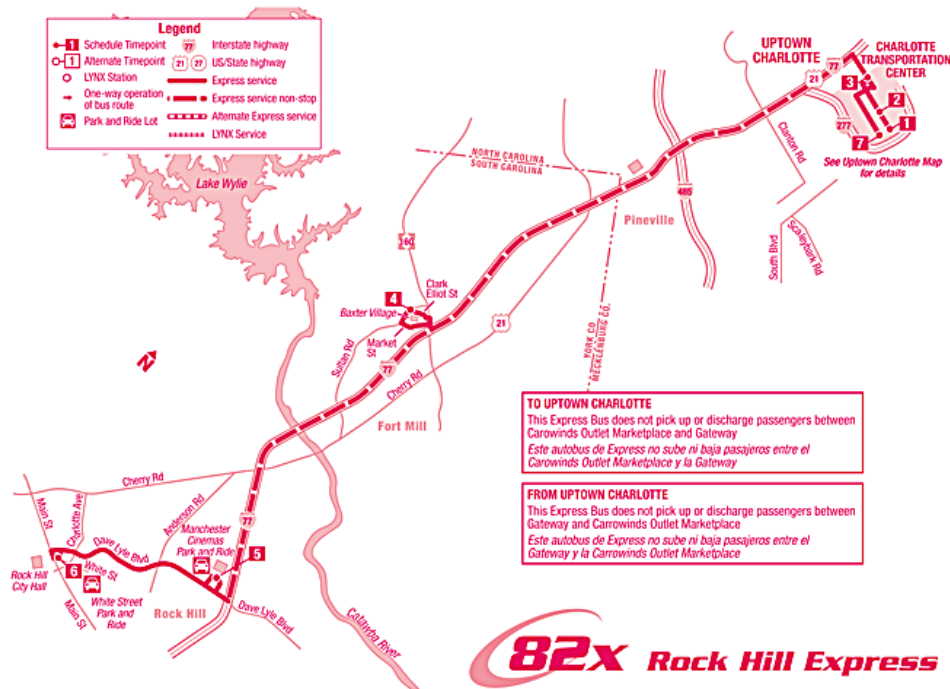
ROCK HILL, SOUTH CAROLINA

Background

The York County Council on Aging operates York County Access, demand response service countywide for “Essential Services” (medical and grocery shopping), as well as Ride-to-Work demand response service for residents of Rock Hill. Essential services trips are provided between 6:00 a.m. and 7:00 p.m. on weekdays and must be reserved 48 hours in advance. Ride-to-Work trips are provided during peak hours on weekdays and reservations must be made 24 hours in advance. One-way fare is \$2.50 for either service.

Charlotte Area Transit System (CATS) operates Route 82x, express service between Rock Hill and the Charlotte Transportation Center. There are four inbound morning trips and four outbound evening trips with service to the White Street Park-and-Ride in downtown Rock Hill, the Manchester Cinemas Park-and-Ride outside of downtown, and the Baxter Village Park-and-Ride in Fort Mill. One-way fare is \$4.40.

The service began operating in 2001, following the approval of a ½ cent sales tax for transit in Mecklenburg County in 1998. It was recognized that many contributors to the ½ cent sales tax reside outside Mecklenburg County as Charlotte is the economic engine of the region and a lot of people commute to jobs in Charlotte from outlying counties (Rock Hill is in York County). It was also recognized that intercepting riders outside of Mecklenburg County and transporting them to Charlotte to work had a bigger benefit in terms of air quality and traffic congestion in Mecklenburg. The CATS board, Metropolitan Transit Commission, approved a financial policy whereby CATS could contribute 50% of the net funding (after fares) to any service operating from an outlying county to Mecklenburg, assuming the other 50% would come from the other county or city in the other county. Conversations were started with Rock Hill, which has a significant number of people who commute to Charlotte for work, and the service started in October 2001.



Operating Structure & Funding

CATS operates Route 82x using 40 foot express buses owned by CATS. Park-and-Ride facilities are available through no-cost agreements at shopping centers made by the City of Rock Hill.

Route 82x is the result of the cost-share arrangement described above between the City of Rock Hill and CATS. The City receives Federal 5307 operating assistance and project administration funding. The remaining operating assistance is provided through the ½ cent sales for CATS and farebox revenue. The farebox recovery ratio is high, which is typical of a commuter service, especially given that the fare is over \$4 each way.

Funding	CATS Route 82x
Federal	\$0
State	\$0
Local (Mecklenburg Sales Tax)	\$104,706 (33%)
Local (Rock Hill)	\$106,726 (34%)
Farebox	\$105,882 (33%)
Total	\$317,314

The total cost for York County Access operations and administrative expenses in FY 2013 was \$473,000, of which \$98,000 is local match.

Performance Characteristics

Annual ridership on Route 82x is about 39,000. Service is limited to peak times with less than 10 service hours per day, but fairly productive with 18 passengers per hour.

	Route 82x	York County Access
Passenger Trips	39,026	N/A
Revenue Hours	2,135	N/A
Trips per Hour	18.3	N/A
Cost per Trip	\$8.13	N/A

On a typical weekday York County Access provides approximately 53 passenger trips for Essential Services in York County and 43 Ride-to-Work trips within Rock Hill.

Partnerships and Coordination

CATS has an Employer Transportation Coordinator (ETC) program whereby an employer can sell transit passes directly to their employees. Based on the number of sales, employers receive either a 10% or 20% discount on the ticket price, which must be passed on to the employees. Colleges may participate in the ETC program like any employer. There is a minimum threshold of pass sales that the employer or college must meet in order to receive the bulk discount. York County Access and CATS do not have any fare coordination agreements.

MURFREESBORO, TENNESSEE

Background

Since 1996 the City of Murfreesboro has contracted with Middle Tennessee Regional Transit Authority (RTA) to operate Route 84x and 96x “Relax and Ride” service, commuter express between Murfreesboro, Smyrna, LaVergne, and Nashville, including reverse commute trips. Route 96x operates between 5:00 a.m. and 8:30 p.m. with ten trips in each direction, spaced fairly evenly throughout the day. Route 84x is the Murfreesboro Express, operating direct service with three morning trips to Nashville and three afternoon trips to Murfreesboro.

Starting in 2000, the city of Murfreesboro qualified for FTA Small Urban 5307 funding. After examining transit in other Tennessee cities, Murfreesboro received its first FTA allocation in 2005 and in 2007, began operating Rover, a system of eight fixed routes.

Today Rover operates seven fixed routes, six of which converge at the Rover Transit Center on a 45 minute pulse. The West Side loop, which does not serve the transit center, connects with the Gateway route with a timed transfer, allowing patrons to access the rest of system. In addition to serving bus stops, Rover uses a “flag stop” model where patrons can flag down a bus at any safe location along a route. Services operate on weekdays between 6:00 a.m. and 6:00 p.m. One way fare is \$1 for adults at \$0.50 for students aged 6-16. City employees in uniform ride for free. According to a passenger survey from 2011, the majority of riders have an annual household income below \$20,000 and primarily use the service to access work, medical appointments, and shopping.

Operating Structure & Funding

Operations and maintenance for Rover is done in house by the City of Murfreesboro while ADA demand response services are contracted to Mid-Cumberland Public Transit. As mentioned, express routes are contracted with RTA. The City of Murfreesboro owns all of its Rover vehicles, which are medium-duty 23 passenger low floor cutaways. The transit hub, which is an outdoor facility with a 105 foot shelter, is leased by the city for the price of \$1 per year.

Funding for Relax and Ride service was initially provided through a three-year federal demonstration grant. Since 1999, continuation of the service has been funded from a variety of local and outside sources. Currently Congestion Mitigation and Air Quality Improvement (CMAQ) funds are used to partially fund the service and the City of Murfreesboro is billed for the remainder quarterly.²

Operating funding for Rover is provided by 50% federal grants, 25% state funding, and 25% local funding (farebox plus local contribution). The annual operating cost is about \$1.2 million. The total expenses, including capital costs in FY14 were \$1,833,969. The additional \$635,000 comes from local contribution of \$140,320, matched by federal funds (80/20 from 5307 capital). The total local contribution from the City of Murfreesboro general fund was \$308,691 in FY14.

² CMAQ funds are jointly administered by the Federal Highway Administration and the Federal Transit Administration and support surface transportation projects and other related efforts that contribute to air quality improvements and provide congestion relief.

Round Rock Transit Plan – Final Report
City of Round Rock

Operating Funding 2014	Rover
Federal	\$593,960 (50%)
State	\$296,980 (25%)
Local (Murfreesboro)	\$168,371 (14%)
Farebox	\$128,609 (11%)
Total	\$1,1871,920

Performance Characteristics

Since the start of service in 2007, Rover ridership has more than doubled from 118,659 to more than 250,000 trips.

FY 2014	Rover	RTA 96x & 84x
Passenger Trips	265,345	101,092
Revenue Hours	17,928	10,423
Trips per Hour	14.8	9.7
Cost per Trip	\$4.48	\$11.64

Partnerships and Coordination

Currently there are no pass programs or fare agreements between Rover and RTA. Schedules between services are not aligned, but Route 96x does run adjacent to the Rover Transit Center, allowing transfers.

RANCHO CORDOVA, CALIFORNIA

Background

Starting in 2009, Sacramento Regional Transit District (RT) began partnering with the City of Rancho Cordova to provide a tailored shuttle service, the CordoVan designed to connect residents in several neighborhoods to the Zinfandel Light Rail Station (with service to downtown Sacramento). The Villages Service, Route 177, operates a 15 minute loop in the Stone creek neighborhood operating clockwise in the morning and counterclockwise in the afternoon. In 2012 the Anatolia Service (Route 176) was added, a 45 minute round trip that connects the Anatolia neighborhood to the Zinfandel Light Rail Station. While the service was initially designed to connect residents of Rancho Cordova to the light rail for access to downtown, many riders are actually employees using the CordoVan to access business parks within the area.

Both routes operate on weekdays only. Route 177 operates between 5:57 a.m. and 9:12 a.m. in the morning and between 3:27 p.m. and 6:57 p.m. in the afternoon. On Route 176 four round trips operate in the morning between 6:12 a.m. and 8:42 a.m. and five round trips operate in the afternoon between 3:27 p.m. and 6:42 p.m. In addition to RT's light rail, several RT bus routes serve Rancho Cordova. RT issued passes and transfers may be used on CordoVan. One-way cash fare is less than regular RT service however, \$0.50 for adults and \$0.25 for elderly and disabled persons.



Operating Structure & Funding

Operating funding for CordoVan is provided entirely by the City of Rancho Cordova and the service is operated by RT. The operating cost for FY 2014 was \$239,778. Residents of the Villages of Zinfandel (Stone Creek) and Anatolia neighborhoods pay a special assessment tax specifically for CordoVan service. Farebox Revenue, which is low (\$2,400 – \$3,600 annually) due to most passengers using RT passes or transfers, is deducted from the contracting cost before RT bills the City.

Performance Characteristics

Since 2012 ridership on both routes has grown steadily, from about 150 average daily riders in September 2012 to 250 average daily riders in September 2014.

FY 2014	CordoVan
Passenger Trips*	52,000
Revenue Hours	3,206
Trips per Hour	16.2
Cost per Trip	\$4.61

*Estimate

Partnerships and Coordination

Schedules for the CordoVan are developed based on Light Rail train arrivals. Route 177 meets every train during its service span and Route 176 meets every other train.

THE WOODLANDS, TEXAS

Background

The Woodlands Express has been in operation for 20 years and started as a service that went to downtown Houston. As a result of passenger demand, service to the Texas Medical Center and Greenway Plaza were implemented. Currently The Woodlands Express serves three park-and-ride lots in The Woodlands and brings commuters to locations in **Houston’s Central Business district**, Greenway Plaza, the Medical Center, and Greenspoint area. Trips operate between every 10 and every 20 minutes during peak times, providing a high level of service. Round-trip fare is \$12.00

New services, which were recommended as part of the recently completed *The Woodlands Township Transit Plan*, include service to the Uptown/Galleria area as well as a new reverse-commute service, which is expected to begin in 2015.

The Waterway Trolley was funded through a Discretionary Pilot Grant in 2007. The free service runs from 10 a.m. to 7 p.m. daily (except major holidays). Expansion of the existing service is **underway to provide new service to areas in Town Center. The new “express” service will assist in reducing congestion, promote a “park once” concept, and contribute to improvement in regional air quality.** Service is expected to begin in late 2015.

Operating Structure & Funding

The Woodlands Express is contracted through a private entity, First Class Tours, which runs 45 ft MCI “over the road” coaches. **The Waterway Trolley is contracted through Brazos Transit District** and operates rubber tired trolleybuses. Park-and-ride facilities used for express services released from Brazos Transit District through an interlocal agreement. ADA paratransit services are contracted through the City of Conroe

The Woodlands Express receives more than half of its operating funding from fare revenues. Revenues are used to pay for capital costs of contracting in addition to operations. The local funding comes from The Woodlands Township general fund.

Funding 2015 (budgeted)	Express	Trolley	Total
Federal	\$2,688,000	\$212,000	\$3,460,000 (42%)
State	\$0	\$0	\$0
Local	\$15,000	\$206,000	\$221,000 (3%)
Farebox	\$4,560,000	\$0	\$4,560,000 (55%)
Total	\$7,823,000	\$418,000	\$8,241,000

Performance Characteristics

The Woodlands Express is a highly productive system with more than 20 passengers per revenue hour. By comparison the Trolley is much less productive.

FY 2014	Express	Trolley
Passenger Trips	685,000	78,000
Revenue Hours	32,000	38,000
Trips per Hour	21.4	2.1
Cost per Trip	\$11.38	\$5.36

Partnerships and Coordination

Currently there is no fare coordination with other agencies, though it is under consideration through the Regional Transit Coordination Subcommittee.

LEWISVILLE, TEXAS

Background

Denton County Transportation Authority (DCTA) operates local fixed route and dial-a-ride service in the city of Lewisville. In 2005, DCTA assumed operation of dial-a-ride services previously operated by a different entity and in 2007, added two fixed routes as well as Connect RSVP, a curb-to-curb service open to the general public in north Lewisville. Today DCTA operates three routes (21, 22, 23) in Lewisville, all of which converge at the Vista Ridge Mall at the south end of town and Walmart at the north end of town. DCTA also operates the A-Train commuter rail which connects to the Dallas Area Rapid Transit (DART) Green Line and has two stops in Lewisville. Route 21 serves the Hebron A-Train station and Route 23 serves the Old Town A-Train station. Each route operates on a slightly different schedule, so some trips allow for seamless transfers and others may require waiting. Service operates Monday-Saturday between 5:30 a.m. and 9:30 p.m.

Operating Structure & Funding

All services are operated by DCTA. Cutaway vehicles used for the fixed route and Connect RSVP services are owned by DCTA, which leases administrative offices in Lewisville. In FY14 Lewisville contributed \$10,058,450 in operating and capital funding for both bus and rail services. **Local funding is provided by a 1/2 cent sales tax approved by voters in 2003. DCTA's cost to operate the local fixed route in Lewisville was \$860,589 in FY14. Fare revenue on local fixed route service was \$241,253, or approximately 28% of the operating cost.**

Performance Characteristics

Lewisville's fixed route service has lower productivity than most other peers. Factors such as route directness and frequency may impact the attractiveness of the service. Route 21, for example, operates every 42 minutes, which makes it difficult to use the system without checking the schedule.

FY 2014	Fixed Route	Connect RSVP	A-Train
Passenger Trips	125,558	2,872	106,479
Revenue Hours	23,066	1,565	NA
Trips per Hour	5.4	1.8	NA
Cost per Trip	\$6.85	NA	NA

Partnerships and Coordination

North Central Texas University (NCTU) and University of North Texas students may ride local DCTA services for free using their student IDs. Connections from Lewisville fixed routes to NCTU shuttles can be made at Walmart. DCTA also has agreements with Dallas Area Rapid Transit (DART) and **Forth Worth Transportation Authority to honor each other's regional passes. This** allows riders to transfer from the A-Train to DART Green Line to downtown Dallas without paying twice if they have a pass.

MCKINNEY, TEXAS

Background

Texoma Area Paratransit System, or TAPS Public Transit, has provided demand-response transportation services to north central Texas since 1986. TAPS has been largely successful and has grown to a fleet of over one hundred buses and vans serving a seven-county area, and continues to expand service to new areas. In 2013, TAPS began operating service in Collin County, just north of Dallas. The TAPS service area includes the rural areas of the county, north and east of the City of Plano, while Plano is served by Dallas Area Rapid Transit (DART) light rail and bus service. In addition to paratransit service, TAPS operates fixed route services in the Collin County cities of McKinney and Allen. Service is oriented around connections to employment destinations, including major companies, shopping/retail destinations, and medical facilities.

In McKinney, TAPS took over operations for the existing transit system in July 2013, which consists of two bus routes: Route 100 (Blue Route) and Route 300 (Red Route). Both routes operate as large one-way loops, which means that riders must travel along the entire alignment to complete a round trip. The routes operate with a frequency of 80 minutes throughout the day, and both routes begin and end at the same time at the TAPS Main Terminal. One way fare is \$1 or an all day pass can be purchased for \$2. Monthly passes are \$20 and seniors, disabled, and Medicare cardholders ride for free.

TAPS also operates the Commuter Connect, an express route that travels between McKinney and the DART light rail station in Plano, with 7 morning and 8 afternoon peak trips on weekdays. One way fare is \$2 and a monthly GO Pass is available for \$58, a 28% discount over the full fare that would be paid by commuters riding both ways 5 days a week.



In designing the new services for Allen and McKinney, TAPS staff were able to measure existing paratransit trips to identify where there was existing demand for transit. The ability to determine whether and where to locate transit service based on available geolocation data was invaluable for route planning.

Operating Structure & Funding

Operating costs for fixed-route, commuter shuttle, and demand-response services in the City of McKinney totaled about \$4.9 million in FY 2014. About 50% of the operating funds (about \$2.47 million) come from Federal 5307 grant funds; \$100,000 is from the City of McKinney, and the remainder of funding is from TAPS.

Operating Funding 2014	Rover
Federal	\$2,470,000 (50%)
State	\$0 (0%)
Local (McKinney)	\$100,000 (2%)
TAPS (Incl. farebox)	\$2,330,000 (48%)
Total	\$4,900,000

Performance Characteristics

Between January and August 2014, fixed-route service in McKinney carried 3,990 passenger trips, and the service continues to grow at a rapid pace; TAPS is currently planning to expand the service in McKinney from two to seven fixed routes.

FY 2014	McKinney Fixed Route
Passenger Trips	3,990
Revenue Hours	1,131
Trips per Hour	3.53

Note: All figures are for January-August 2014

SUMMARY

This peer review demonstrates a variety of ways that cities with similar characteristics as Round Rock have structured, implemented, and developed service. Peer cities operate their own fixed route, express, and demand response services, partner or contract with neighboring transit authorities to provide express service and demand response service, or in some cases have service that is operated entirely by a separate regional transit provider.

Round Rock could potentially enter into similar agreements with CARTs or Capital Metro, or could develop an entirely separate system. In most cases the peer cities provide integration with neighboring or regional transit services through transfer hubs or schedule coordination, which will be an important consideration as Round Rock develops its service plan.

Funding mechanisms vary, with some transit systems leveraging sales tax, vehicle license fees, or in the case of Rancho Cordova a property tax on subdivisions served by transit. General fund allocations are common and may also serve to supplement a dedicated funding source, but are less reliable on an ongoing basis and can make it difficult for a system to grow due to lack of consistency with funding. The case studies reviewed above provide some examples of various structures that Round Rock might pursue.

7 COMMUNITY FEEDBACK

Several outreach efforts were conducted to engage the community and help determine the needs and preferences of customers. This phase of the project included:

- Stakeholder meetings
- Project website
- Online surveys
- Public meetings
- Neighborhood meetings

Information obtained throughout the community engagement effort was utilized by the consultant team to develop initial service concepts and develop final recommendations.

STAKEHOLDER MEETINGS

On March 26, the project team met with several stakeholder groups to better understand their transit needs and seek their input on the City of Round Rock Transit Plan. The project team met with key representatives of neighborhood groups, local businesses, medical facilities, and educational institutions.

Each meeting was similar in terms of agenda, including a discussion of the project goals and phases and a structured conversation about transportation challenges and concerns held by residents, employees, clients, or customers. Stakeholders were also asked to prioritize potential service offerings, such as local bus service, commuter service to Downtown Austin/Capitol Complex/UT, connections to Howard Station/Red Line, connections to Tech Ridge, and connections to other communities. Each stakeholder meeting is summarized below:

Neighborhood Stakeholder Meeting

Seven attendees, consisting of citizens who reside in the City of Round Rock limits, attended the neighborhood stakeholder meeting in order to provide their input. A list of attendees is provided below:

- Blane Canklin (Resident)
- Brian Cave (Heart of Round Rock Neighborhood Association)
- Keith Chandler (Forest Creek Neighborhood Association)
- Mike Freeman (Greater Round Rock West Neighborhood Association)
- Ed Harding (Dana Court and Mesa Ridge Neighborhood Associations)
- Wendy Leiva (Sam Bass Trails)
- Christina Rudofsky (Round Rock Arts)

Discussion and comments addressed topics such as the proposed transit system; the target population for the transit system; transit routes; possible destinations for transit routes; funding

Round Rock Transit Plan – Final Report
City of Round Rock

for the proposed system; and recommendations on additional stakeholders the project team should reach out to in order to solicit further input. Stakeholder input and suggestions are detailed as follows:

- The transit system needs to be dependable, reliable and utilized (i.e., no empty buses). The stakeholders would like the City of Round Rock to consider connecting the proposed system **to other regional transportation systems such as rail service or Capital Metro’s bus system** (e.g. 935 route) during the week and on the weekends.
- Additionally, the transit system should be affordable, sustainable, and not reliant on property taxes. For transit to work it needs to be competitive with the car.
- Stakeholders encouraged the project team not to recreate the wheel but to partner with agencies and organizations.
- The City of Round Rock transit plan should focus on serving residents commuting to the City of Austin for work or school, low income residents commuting to local jobs, residents commuting to downtown Round Rock, seniors, and young people.
- Stakeholders gave a couple of suggestions regarding routes and expanding the transit system plan such as:
 - Explore the possibility of a semi-regional service to transport commuters to their jobs in Pflugerville, Georgetown, Cedar Park, and Leander.
 - Develop local service from downtown Round Rock to the outlet mall or Ikea, weekend trips to and from Howard Station, and access to businesses in the SH45 corridor.
- Proposed destinations for commuters traveling to Austin included Downtown Austin, The University of Texas, the Domain area, and Mueller.
- Suggested destinations for local services included Dell, La Frontera, Seton Hospital, Ikea, and Round Rock Premium Outlets.
- Possible options for funding included looking for various ways to partner with businesses and applying for federal funding. Stakeholders believed that an increase in property taxes in order to fund the system would be a difficult sale to the community at large.
- Stakeholders suggested seeking additional input from Dell, Emerson Process Management, Austin Community College, Texas State University, Round Rock Downtown Development Alliance, and Texas A&M University.

Business Stakeholder Meeting

Six attendees, consisting of business leaders whose businesses are located in the City of Round Rock limits or ETJ, attended the business stakeholder meeting in order to provide their input. A list of attendees is provided below:

- Rick Bilicki (Pearson)
- Lori Hamilton (Liquidation Channel)
- Marixa Longoria (Liquidation Channel)
- LeAnn Powers (United Way of Williamson Co.)
- Cheryl Renna (**MichaelAngelo’s**)
- Anisha Yadav (Round Rock Premium Outlets)

Discussion and comments addressed topics such as issues with current transit options; the goal of the transit plan; the proposed transit system, its rate structure, and its schedule; the target

Round Rock Transit Plan – Final Report
City of Round Rock

population for the transit system; possible destinations for transit routes; an event circulator system; funding for the proposed system; and recommendations on additional stakeholders the project team should reach out to in order to solicit further input. Stakeholder input and suggestions are detailed as follows:

- Current transit options are limited, and the current transit system does not serve the daily, weekly, or yearly needs for their employees. This has an impact on businesses recruiting employees because the commute from the City of Austin is difficult, resulting in high employee turnover.
- Additionally, there is currently no affordable service to bring commuters from the transit station at Burnet Road and Howard Lane. Some employees may walk up to two miles to reach their employment destination.
- According to the stakeholders, the goal of the transit plan should be keeping Round Rock residents within the city limits. Transit should not just take people to Austin; instead it should provide Round Rock residents a choice to access services, commute to work, or commute to school within Round Rock city limits instead of commuting to other areas. The system should also bring people from other areas into Round Rock. Furthermore, stakeholders encouraged the City to develop good land-use planning and to bring employment to Round Rock.
- The transit plan needs to include both local and regional transit options. The stakeholders would like the City of Round Rock to identify local fixed routes to medical services, retail, grocery stores, education centers, and industrial areas. Additionally, stakeholders would **like to ensure that routes will provide a “one-seat ride,” such as when a rider needs to go to the grocery store.** The transit plan should include an affordable rate structure with the cost at approximately \$1.00 or \$1.50, rather than a \$5.00 option. Stakeholders further advised that hours of operation should be extended to include weekends and holidays, from 7:00 AM to 11:00 PM. Furthermore, stakeholders encouraged the project team to research ways to connect with Capital Metro and coordinate fares between the Round Rock transit system and Capital Metro.
- The City of Round Rock transit plan should focus on serving low income residents to ensure that they have access to medical services, grocery stores, school, and work.
- Stakeholders gave a couple of suggestions regarding routes and expanding the transit system plan such as:
 - Provide a shuttle service to the Tech Ridge and Howard Lane Station, the airport, and to special events in the City of Round Rock and the City of Austin.
 - Develop a direct route to Downtown Austin for events.
- Proposed destinations for the transit system included Downtown Austin, Dell Diamond, La Frontera shopping area, Austin Community College, The Art Institute of Austin, Emerson Process Management, and the Round Rock Sports Center.
- Stakeholders would like the project team to research the possibility of adding a special event circulator system that would provide services to destinations such as Old Settlers Park, the Allen R. Baca Center, and Dell Diamond.
- Possible options for funding included increasing the sales tax, state or federal grants, applying for federal funding, employer pass programs, co-op shuttle services, and creating an alternative answer to Uber services.

Round Rock Transit Plan – Final Report
City of Round Rock

- Stakeholders suggested seeking additional input from other employers such as themselves by scheduling stakeholder meetings, reaching out to Round Rock Independent School District, attending the Round Rock Outlet Mall tenant meetings, set up booths at community events, utilize the Round Rock Chamber of Commerce to reach other employers, place ads in the Community Impact newspaper, and utilize social media.

Round Rock ISD Stakeholders

Three Round Rock ISD representatives met with the project team to discuss transportation challenges faced by students. A list of attendees is provided below:

- Pamela Boykin
- Lisa Cannon
- Mary Maluski

Round Rock ISD representatives identified issues with the current Demand Response service such as long holds experienced while attempting to schedule a reservation. Representatives stated the regular fixed-route service would provide students with increased flexibility and availability due to a concrete schedule and stops serving major destinations. The project team asked the Round Rock ISD representatives to ask students to identify the top destinations within the City of Round Rock. The top ten destinations provided by students are listed below:

- ACC
- HEB Plus
- Round Rock Outlets
- Downtown Round Rock
- La Frontera
- Stony Point HS
- Seton Williamson
- RR Library
- YMCA
- Lakeline Mall (Northwest Austin)

Neighborhood Meetings

City Round Rock staff attended regularly scheduled neighborhood meetings to discuss the project, promote the interactive survey, and obtain feedback regarding transportation issues.

Neighborhood meetings attended include:

- Greater Round Rock West Neighborhood Association
- Heart of Round Rock Neighborhood Association
- **Sonoma Home Owner's Association**

PROJECT WEBSITE

At the outset of the study a project website was launched (*rrtransitplan.com*). The website was updated as the project progressed and contained the following:

- Overview of the purpose of the study
- Description of the key study tasks to be accomplished
- Details on outreach upcoming outreach events
- Links to surveys
- Catalog of documents produced throughout the project

Figure 38 Project Website Homepage



Welcome to the Round Rock Transit Plan project website!

The Round Rock Transit Plan is a planning effort by the City of Round Rock. The project will include a comprehensive evaluation of transit demand and existing travel patterns. The study will assess opportunities for new transit services within the City of Round Rock, as well as improved regional connections. These findings will result in transit options for the City Council to consider. Other partners in the project include Capital Area Rural Transportation System (CARTS), Capital Metro, and the City of Georgetown.

We are also very interested in receiving input from the community on how to improve local and regional mobility. We encourage you to use this site to learn about this project and we look forward to receiving your comments and feedback.

Take the Interactive Survey

Strategies	Community Benefits			Cost
	Transit	Connectivity	Equity	
1. Local Circulator	High	Medium	Low	\$5
2. Local Circulator	High	Medium	Low	\$500
3. Regional Circulator	High	High	High	\$50000
4. Regional Circulator	High	High	High	\$
5. Regional Circulator	High	High	High	\$5

Figure 39 Project Website Outreach Page

ROUND ROCK TRANSIT PLAN

HOME ABOUT GET INVOLVED SURVEY: BUILD YOUR TRANSIT SYSTEM PROJECT DOCUMENTS

Get Involved

The City of Round Rock would like to thank everyone that participated in the initial online survey or attended one of the open house events for the Round Rock Transit Plan! We appreciate you taking the time to tell us what a better transit system in Round Rock means for you.

We invite you to share the project website with anyone else who may be interested in improving transportation conditions in Round Rock.

The final Transit Master Plan will be presented to Council at the Packet Briefing meeting on November 10, 2015, 7:30 a.m. Although public comment is not permitted at these meetings you will learn about the Plan details. Citizens are welcome to comment on the Plan or any other issue at regularly scheduled Council meetings. Agendas, dates and times can be found on the City's website at <http://www.roundrocktexas.gov/about/city-council/>.

Take the Interactive Survey
Build Your Transit System

Strategies	Community Benefits			Cost
	Local	Area	Regional	
1. 1.1. Local Roadway	High	Low	Low	\$0
2. 2.1. Local Roadway	High	Low	Low	\$500
3. 3.1. Regional Roadway	High	High	High	\$50000
4. 4.1. Regional Roadway	High	High	High	\$
5. 5.1. Regional Roadway	High	High	High	\$5

Share this Website

f t g+ in r e

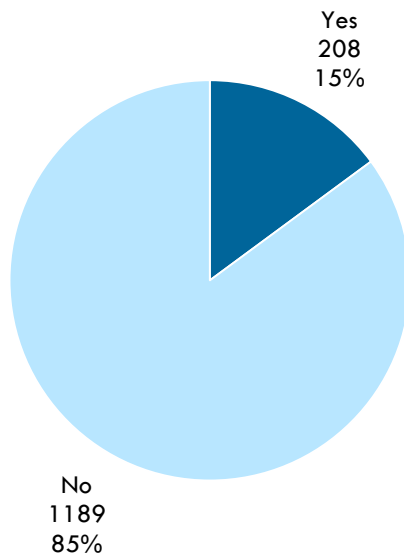
ONLINE SURVEY

An online survey was posted on the Round Rock Transit Plan website from February 23, 2015 until April 18, 2015. A total of 1,385 responses were collected. The survey was completely voluntary and does not represent a statistically valid sample of the overall population in Round Rock. However, efforts were made to reach multiple population segments through the use of social media, print media, public television, and direct outreach. Several major employers also shared the survey with their employees via email or by providing paper copies to persons without internet access.

Findings

The majority of survey respondents (85%) indicated that they have not taken transit within the past month. A series of follow-up questions (Questions 2a-2d) were presented to respondents who have taken transit within the past month. Non-transit users were redirected to Question 3. Open-ended comments are included in Appendix A.

Figure 40 Question 1: Have you taken transit within the past month?

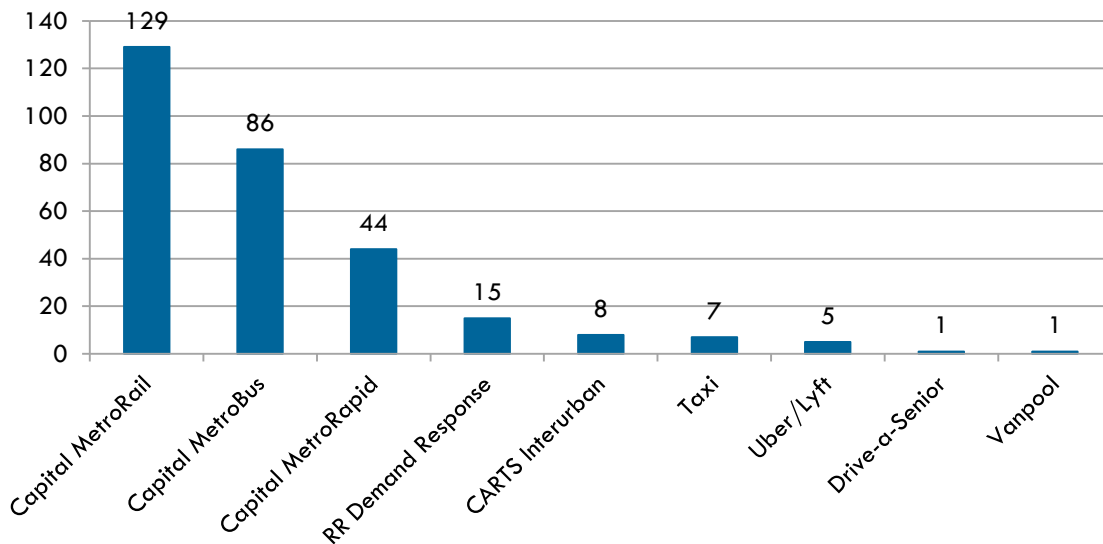


Round Rock Transit Plan – Final Report
City of Round Rock

Of the 201 survey respondents indicating that they have taken transit within the past month, 35% (64 respondents) take more than one transit service. Most multimodal transit users are Capital Metro customers utilizing MetroRail and MetroBus regularly. MetroBus responses may include local and/or express bus service.

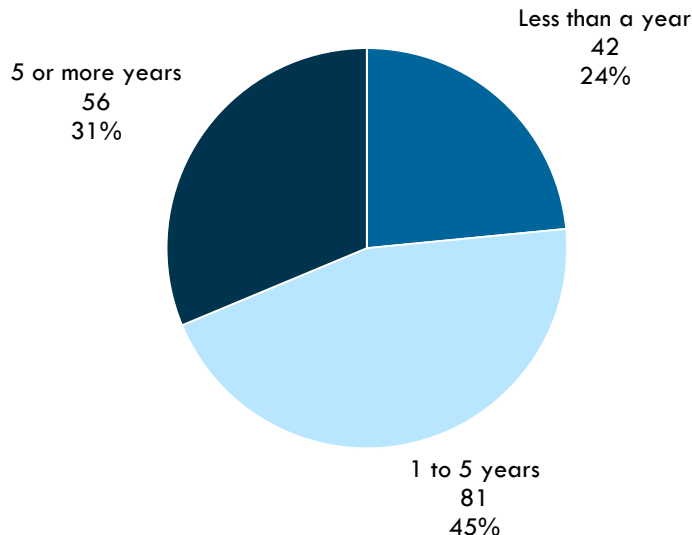
It should be noted that the 15 respondents currently taking Round Rock Demand Response bus service consisted of 12 employees (6 full-time and 6 part-time), 9 Round Rock residents and 6 Austin residents, and seven Round Rock ISD students. The majority (87%) of respondents currently taking Round Rock Demand Response bus service are interested in local bus service within Round Rock.

Figure 41 Question 2a: Which transit services do you take?



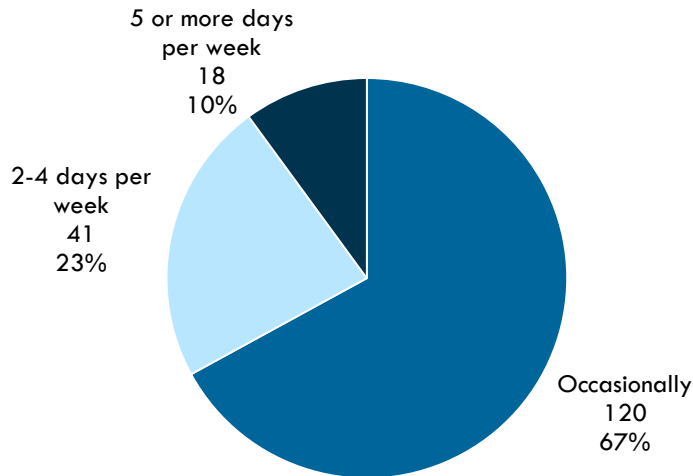
Approximately 76% of respondents currently taking transit have been riding for over a year.

Figure 42 Question 2b: How long have you been riding transit?



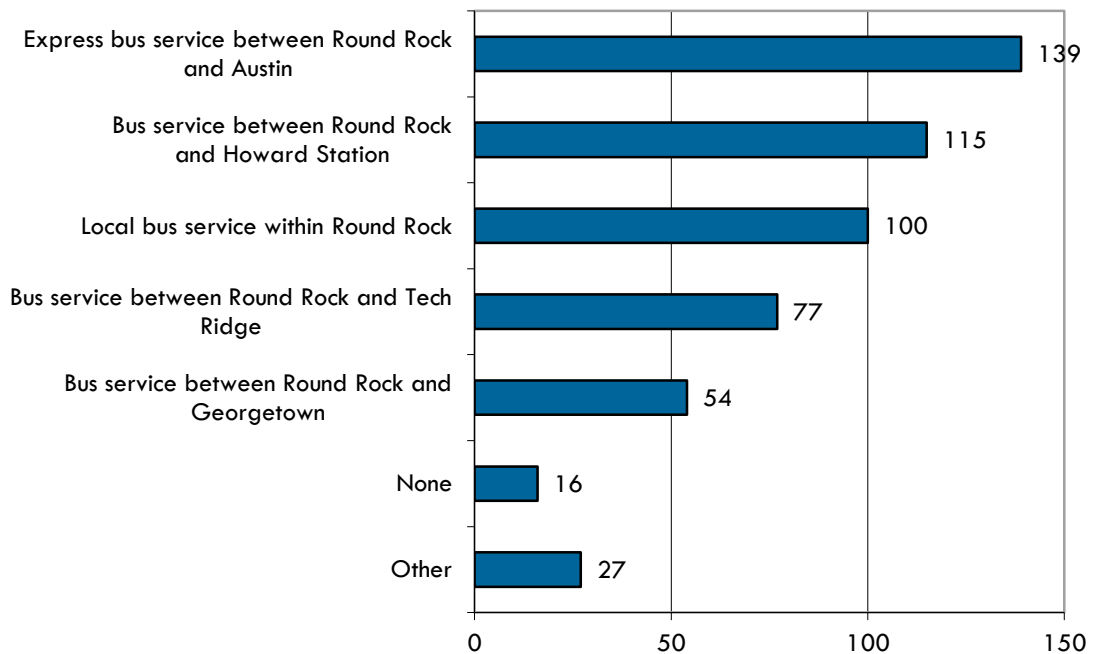
Approximately 33% of existing customers indicate a strong commitment to transit by riding at least 2 days per week.

Figure 43 Question 2c: How often do you take transit?



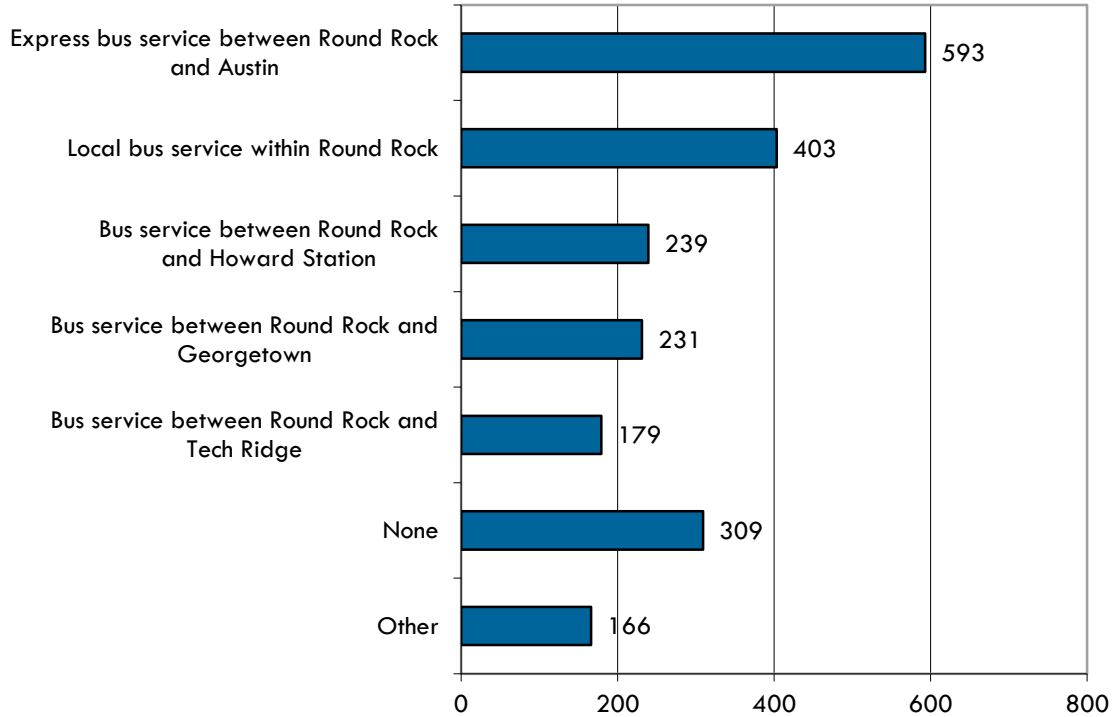
Existing transit users were asked to indicate which new services would be of interest to them. Similar to Question 2a, many respondents expressed interest in multiple service types. 74% of existing users expressed interest in express bus service to Austin while 62% expressed interest in bus service to Howard Station, indicating the need for improved regional connectivity. Local bus service within Round Rock was also a popular option.

Figure 44 Question 2d: Would you be interested in taking any of the following new services?



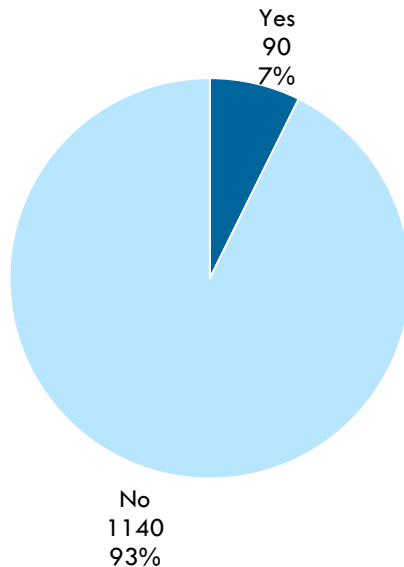
Non-transit users were asked which, if any, services would motivate them to take transit. Bus service between Round Rock and Austin, as well as intra-city bus service received were the most highly desired service options.

Figure 45 Question 3: Would any of following new services motivate you to take transit?



Both existing transit users and persons not currently using transit regularly were then asked a series of questions related to education status and employment status. Approximately 93% of respondents are not currently enrolled in a high school, college, or university.

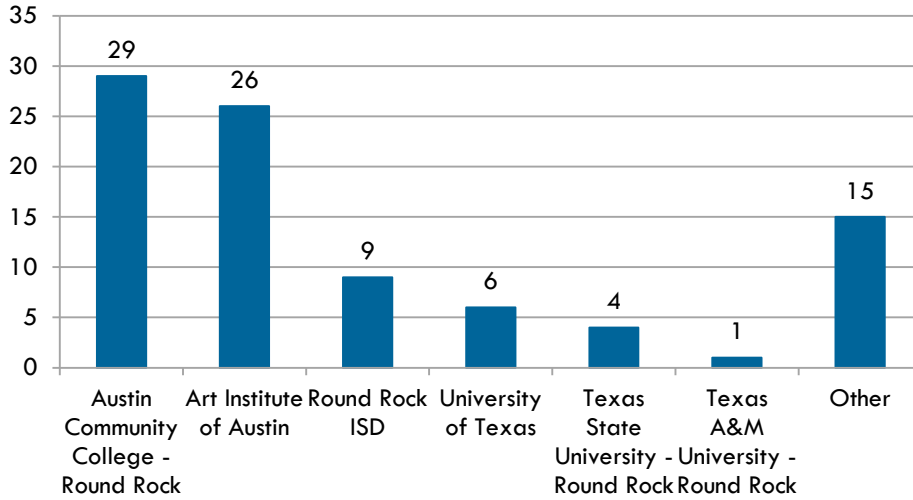
Figure 46 Question 4: Are you currently a student?



Round Rock Transit Plan – Final Report
City of Round Rock

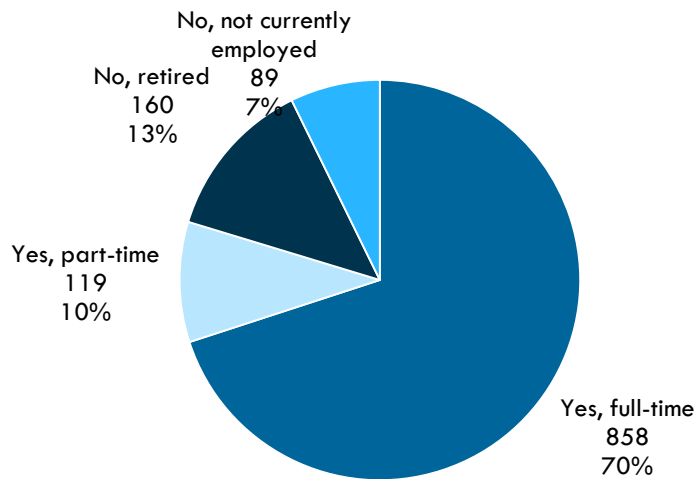
Despite the direct outreach at Austin Community College-Round Rock, only 29 responses were provided by students attending that campus. Interestingly, 26 responses were provided by students enrolled at the Art Institute of Austin, which is located in the southwest corner of I-35 and SH-45.

Figure 47 Question 5: Where are you currently enrolled?



The vast majority (80%) of survey respondents are employed either full-time or part-time. An additional 13% of respondents are retired, resulting a small percentage (7%) of respondents not employed or retired. Students represent 27 of the 88 respondents not employed or retired. Disability status was not a question included on the survey.

Figure 48 Question 6: Are you currently employed?

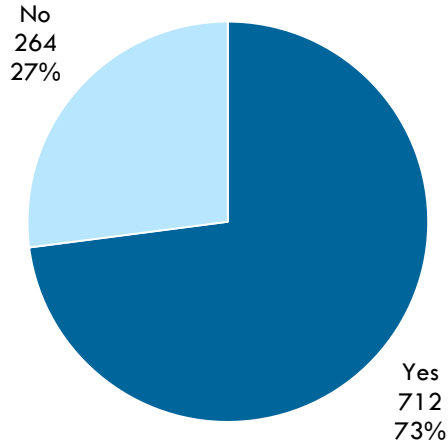


The majority of survey respondents (74%) currently reside in Round Rock. 98 survey respondents reside in Round Rock and currently take transit, including 74 Capital MetroRail riders.

Round Rock Transit Plan – Final Report
City of Round Rock

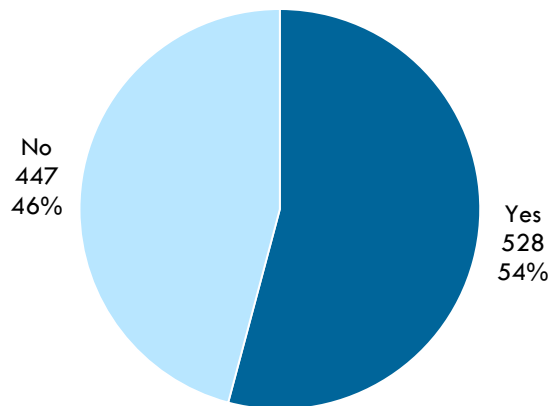
Respondents residing in Round Rock and currently taking transit expressed a strong interest in express bus service between Round Rock and Austin (70 of 98) and bus service between Round Rock and Howard Station (60 of 98), indicating a desire for multiple service options.

Figure 49 Question 7: Do you live in Round Rock?



The percentage of respondents working within Round Rock is slightly higher than the percentage of respondents working outside of Round Rock. The ratio of full-time employees to part-time employees is approximately 8 to 1 for all responses.

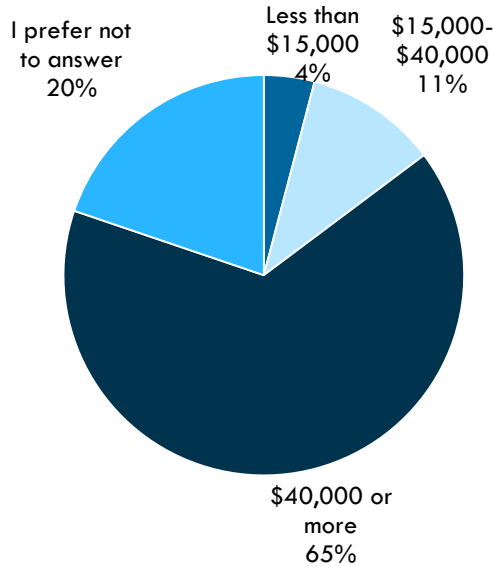
Figure 50 Question 8: Do you work in Round Rock?



Round Rock Transit Plan – Final Report
City of Round Rock

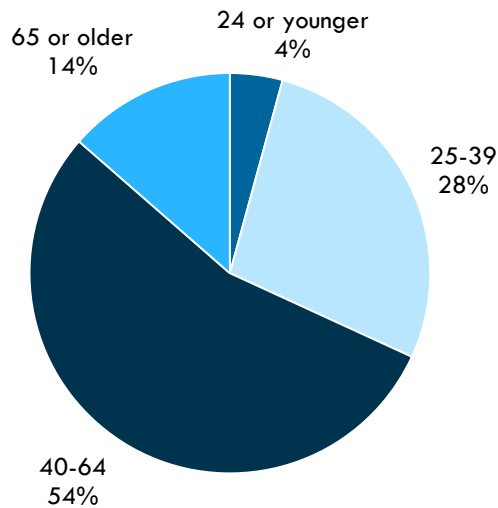
Survey respondents currently employed were asked to select their annual income bracket. A relatively high percentage (20%) of employees did not provide an income.

Figure 51 Question 9: Please provide your annual income.



The majority (68%) of survey respondents are over the age of 40. Younger individuals with access to a vehicle are typically more willing to consider taking transit.

Figure 52 Question 10: Please provide your age.



BUILD YOUR TRANSIT SYSTEM INTERACTIVE SURVEY

The Round Rock Transit Plan Build Your Transit System interactive survey went live on June 19, 2015 and closed on August 7, 2015. A link to the survey was available from the project website, www.rrtransitplan.com. A total of 542 unique survey responses were received, 182 of which included open-ended comments.



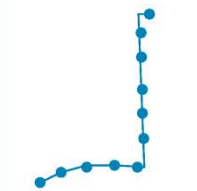





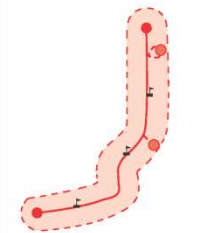

The City of Round Rock encouraged community participation by promoting the Build Your Transit System survey through the following efforts:

- An informational email with a link to the interactive survey was submitted to 790 participants of the initial Round Rock Transit Plan online survey and 114 stakeholders on June 24, 2015 and August 4, 2015.
- A flyer was inserted in July 2015 city utility bills informing citizens of potential transit service options and the interactive survey.
- A link to the interactive survey was posted on the City of Round Rock Facebook page.
- Three open house public meetings were held on July 16, 2015 at the Round Rock Library and Baca Center for Senior and Community Activities. City of Round Rock and consultant staff provided a project update and overview of potential service types. Participants were encouraged to take the interactive survey on provided laptops.
- City of Round Rock staff attended various neighborhood meetings to inform citizens of the Round Rock Transit Plan and interactive survey.

Local print and television media also covered the Round Rock Transit Plan and highlighted the interactive survey.

Transit Service Types Graphic

The Round Rock Transit Plan website and July 2015 utility bill flyer included a graphic describing and detailing the benefits and challenges of five unique transit service types that are operationally and financially feasible within the next ten years.

TRANSIT SERVICE TYPES	DESCRIPTION	BENEFITS AND CHALLENGES	VEHICLE TYPE
<p>LOCAL CIRCULATOR</p> 	<p>A local circulator typically operates on an hourly headway and is designed to directly serve important destinations and corridors.</p>	<p>BENEFITS</p> <ul style="list-style-type: none"> • Stops are close together, requiring less walking. • Provides good coverage, serving a wide variety of destinations. <p>CHALLENGES</p> <ul style="list-style-type: none"> • Routes can be circuitous and make frequent stops, causing longer travel times. • With less frequent service, riders have less flexibility about when they travel. • Typically attract fewer riders than other fixed-route services because of longer travel times. 	
<p>LOCAL ARTERIAL</p> 	<p>Arterial routes serve local trips but are designed to provide a higher level of service in a major corridor. Stops are spaced more widely than circulators and routes do not deviate onto neighborhood streets or out of direction to specific destinations.</p>	<p>BENEFITS</p> <ul style="list-style-type: none"> • Routes have direct alignments, improving travel times. • Routes operate more frequently, adding flexibility to users. <p>CHALLENGES</p> <ul style="list-style-type: none"> • Riders may have to walk a few blocks to their destination if it is not directly on an arterial. • More frequent service requires multiple vehicles to be operated on the route, making it more costly. 	
<p>FEEDER</p> 	<p>Feeder services are designed to provide an easy connection to transit stations or high capacity transit services, such as MetroRail and MetroRapid.</p>	<p>BENEFITS</p> <ul style="list-style-type: none"> • The schedule of these services is tied to the arrivals and departures of MetroRail. • Alignments are direct in order to make the trip as fast as possible for riders, most of whom will transfer at least once during their trip. • By integrating with existing transit infrastructure, feeder services are a cost effective way to allow riders to make long distance trips on transit. <p>CHALLENGES</p> <ul style="list-style-type: none"> • By their nature, feeder services are for passengers planning to connect to another transit service and must provide a high level of reliability to ensure that passengers make their connections. • The service is designed around a very specific trip pattern and sometimes are not highly utilized. 	
<p>COMMUTER EXPRESS</p> 	<p>Express service is designed around typical commute schedules and operates in the peak direction at peak times between park-and-rides and major employment destinations. Service operates on highways and makes stops only to pick up at park-and-rides and drop-off at destinations.</p>	<p>BENEFITS</p> <ul style="list-style-type: none"> • Service is direct and travel times can be comparable to automobile travel times (or faster if operated along HOV lanes). • Commuter services often use coaches designed for longer distance travel to provide a more comfortable ride. Sometimes these coaches are equipped with other passenger amenities such as wifi. <p>CHALLENGES</p> <ul style="list-style-type: none"> • Riders may have to walk a few blocks to their destination in order to maintain route directness and speed. • Destinations are typically limited to major employment centers or educational institutions. • Service may be limited to peak hours only. 	
<p>FLEX ROUTE</p> 	<p>Flex service is a hybrid between fixed route and demand response service. Flex routes travel along a fixed alignment with scheduled start times, but can deviate from the route up to 3/4 mile to directly serve a destination if requested by a rider. Passengers may also "flag" a bus at any safe point along the fixed route rather than having to walk to a specific stop.</p>	<p>BENEFITS</p> <ul style="list-style-type: none"> • By deviating up to 3/4 mile from the fixed route, flex service can meet requirements for complementary ADA paratransit service without traditional demand response service. • Riders can get door-to-door service if their trip starts and end within the 3/4 mile boundary. <p>CHALLENGES</p> <ul style="list-style-type: none"> • Without an exact schedule along the route, riders may not know when the bus is coming. • Travel is indirect and trips can take a long time due to deviations requested by riders. 	

Build Your Transit System Survey

The interactive Build Your Transit System survey was essentially a prioritization exercise in which respondents were asked to select preferred transit services without exceeding a hypothetical system budget. Each service option included a specific cost that is proportional to its annual operating cost.

Figure 54 Survey Instrument

Build Your Transit System

What kind of transit do you want in Round Rock?

There are a wide variety of transit service types that could be implemented in Round Rock. Unfortunately we don't have an infinite amount of money to create them all. What would you do if you only had a certain amount of money to build your system?

This is your chance to tell us what type of bus service you want to see in Round Rock. Your feedback will help us develop routes, services, and amenities that align with the community's priorities.

1. Move your mouse over each strategy below to read the descriptions.
2. Select the strategies that you would like implemented while staying within the \$9 budget.
3. In some cases you have to choose between two strategies.
4. When you've selected your ideal mix of strategies, click the red button to proceed.

Strategies		Community Benefits			Cost
		Speed & Reliability	Regional Connectivity	Passenger Experience	
1	Local Circulator	██████████	██████████	██████████	\$\$
2a	Local Arterial	██████████	██████████	██████████	\$\$\$\$
2b	Frequent Local Arterial	██████████	██████████	██████████	\$\$\$\$\$\$
3a	Howard Feeder (Peak only)	██████████	██████████	██████████	\$
3b	Howard Feeder (All-day)	██████████	██████████	██████████	\$\$
4a	Tech Ridge Feeder (Peak only)	██████████	██████████	██████████	\$
4b	Tech Ridge Feeder (All-day)	██████████	██████████	██████████	\$\$
5	Austin Commuter Express	██████████	██████████	██████████	\$\$\$\$
6	Flex Route	██████████	██████████	██████████	\$\$

YOUR OVERALL BENEFITS

Speed & Reliability

Regional Connectivity

Passenger Experience

YOUR TOTAL COSTS

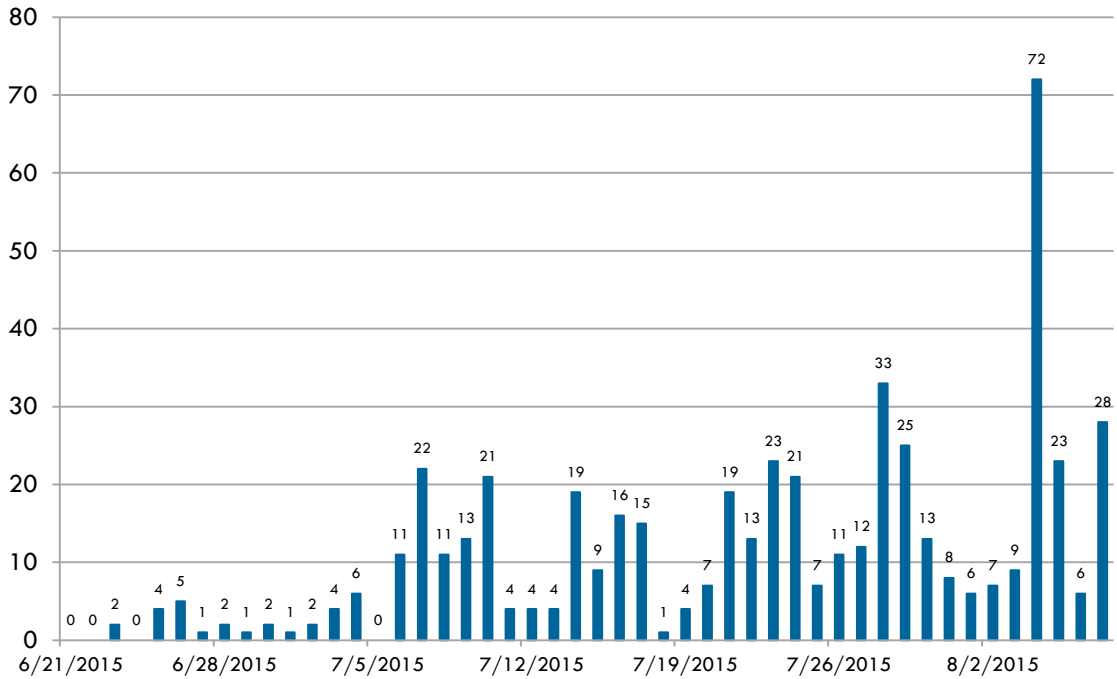
Maximum is 9

Proceed to Next Page

Interactive Survey Results

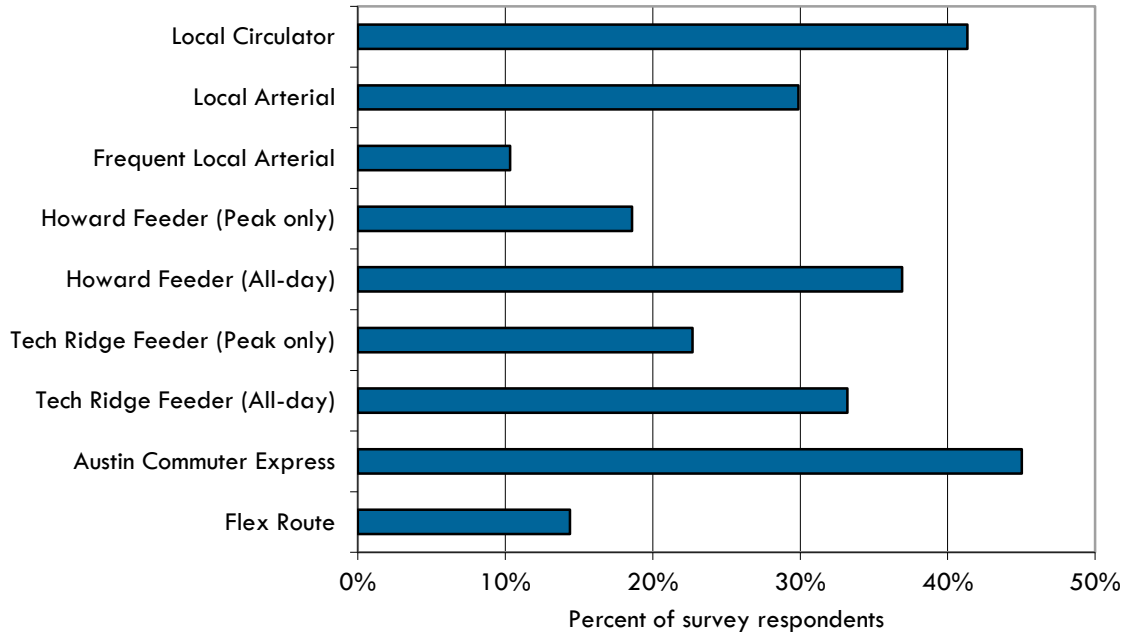
A limited number of surveys were completed during the initial two weeks. The number of survey responses increased as a direct result of continued outreach efforts. The second email to interested citizens and stakeholders on August 4, 2015 resulted in 129 responses during the final four days of the survey.

Figure 55 Daily Responses



Commuter Express service between Round Rock and Austin was selected by 45% of survey respondents. Local circulator service (41%) and all-day feeder service to/from Howard Station (37%) and Tech Ridge Park-and-Ride (33%) were the next most desired service types. Frequent local arterial service (10%) and flexible route service (14%) were the least desired service types.

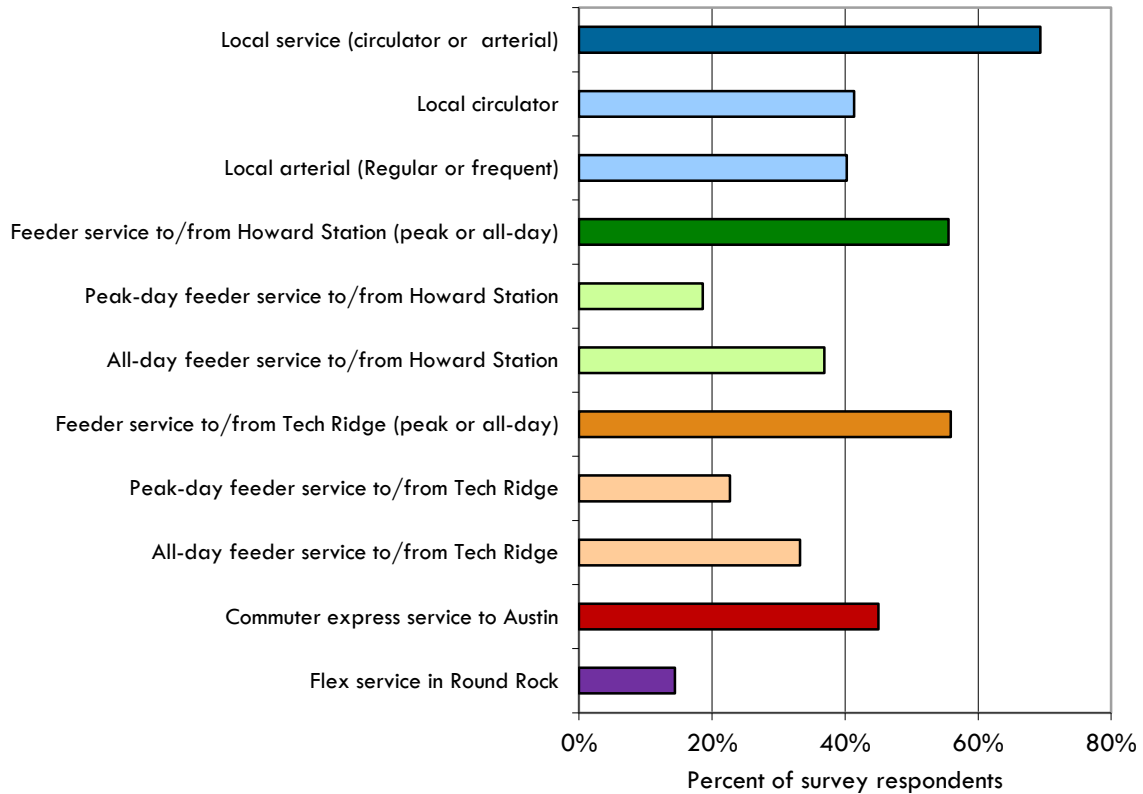
Figure 56 Preferred Transit Service Types



Analyzing survey responses by group (local service, feeder service, express service, and flex service) provides insight into the overall preferences of the community. Sixty-nine percent of survey respondents selected at least one local service options, indicating a strong desire for bus service operating within the city.

A high level of interest in regional connectivity was exhibited as fifty-six percent of respondents selected some level of feeder service to/from Howard Station and Tech Ridge Park-and-Ride. Additionally, commuter express service to Austin was selected by 45% of respondents.

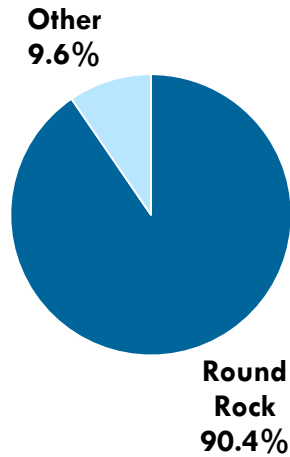
Figure 57 Preferred Transit Service Types by Group



Round Rock Transit Plan – Final Report
City of Round Rock

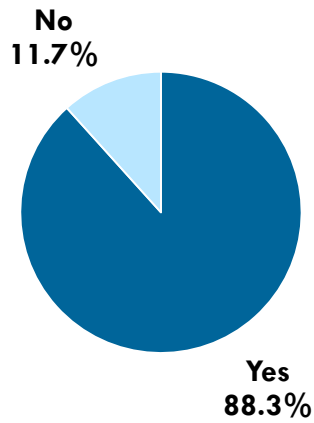
At the conclusion of each survey, respondents were asked to indicate if they live within the City of Round Rock. Over ninety percent of survey respondents are Round Rock residents.

Figure 58 City of Residence



Survey respondents were also asked if they want the city to provide transit to the community. Approximately 8 out of 9 Round Rock residents who took the survey support transit service.

Figure 59 Transit Support



PUBLIC OUTREACH

Open Houses

Three open house sessions were held throughout the project to inform citizens of the Round Rock Transit Plan process, promote online surveys, and solicit information regarding transportation challenges and transit needs:

- Austin Community College-Round Rock – March 4, 2015
- Round Rock Public Library – March 26, 2015
- Round Rock Public Library – July 16, 2015

The first two open houses were held during the existing conditions phase of the project. Poster boards depicting the employment patterns of Round Rock residents and transit propensity were presented to generate discussion and inform attendees. Meeting participants were also given the opportunity to take the initial online survey on a tablet device.

At the third open house the project team discussed potential service types. Then participants were asked to take the Build Your Transit System survey on a laptop or tablet device.

Public Meeting

On July 16th, 2015 two 30 minute public meeting sessions were held at the Baca Senior Center starting at 6:00 p.m. and 6:30 p.m. Each meeting began with a presentation by the project team, discussing the purpose of the plan, the tasks completed to date, and a review of transit service types. Attendees were encouraged to ask questions following the presentation. Participants broke out into small groups facilitated by the project team to discuss the tradeoffs of the service types and to complete the Build Your Transit System survey on tablets and desktops. Between the two meetings there were 14 attendees.

Topics brought up by meeting attendees included the following:

- Funding sources such as private partnerships, employer partnerships, Round Rock general fund, etc.
- Operating arrangements including partnerships with Capital Metro to provide service as well as operating a stand-alone system.
- Connections to the MetroRail Red Line.
- Transportation options for older adults.

Figure 61 Public Meeting Attendees



Overall, most attendees expressed a desire for transit service in Round Rock, stating that they would like to be able to use it to connect to downtown Austin and also travel locally in Round Rock.

8 SERVICE PLAN

Recommended route alignments and service levels were developed based on the following:

- Population and employment densities and characteristics
- Regional travel patterns
- Existing and planned transportation infrastructure
- Community preferences obtained from the Design Your Transit System survey
- General and specific comments provided by survey respondents and public meeting attendees
- Stakeholder feedback

Route recommendations serve a variety of transit markets and collectively enhance local and regional mobility by improving access to employment, education, retail, and medical destinations. The initial route network consists of two local routes operating on weekdays serving the majority of destinations in Round Rock and two regional routes connecting Round Rock with downtown Austin and the University of Texas. Round Rock Transit Center, located on the western edge of downtown, serves as the primary connection point for local and regional services. Figure 62 provides a summary of proposed initial routes.

Figure 62 Proposed Routes

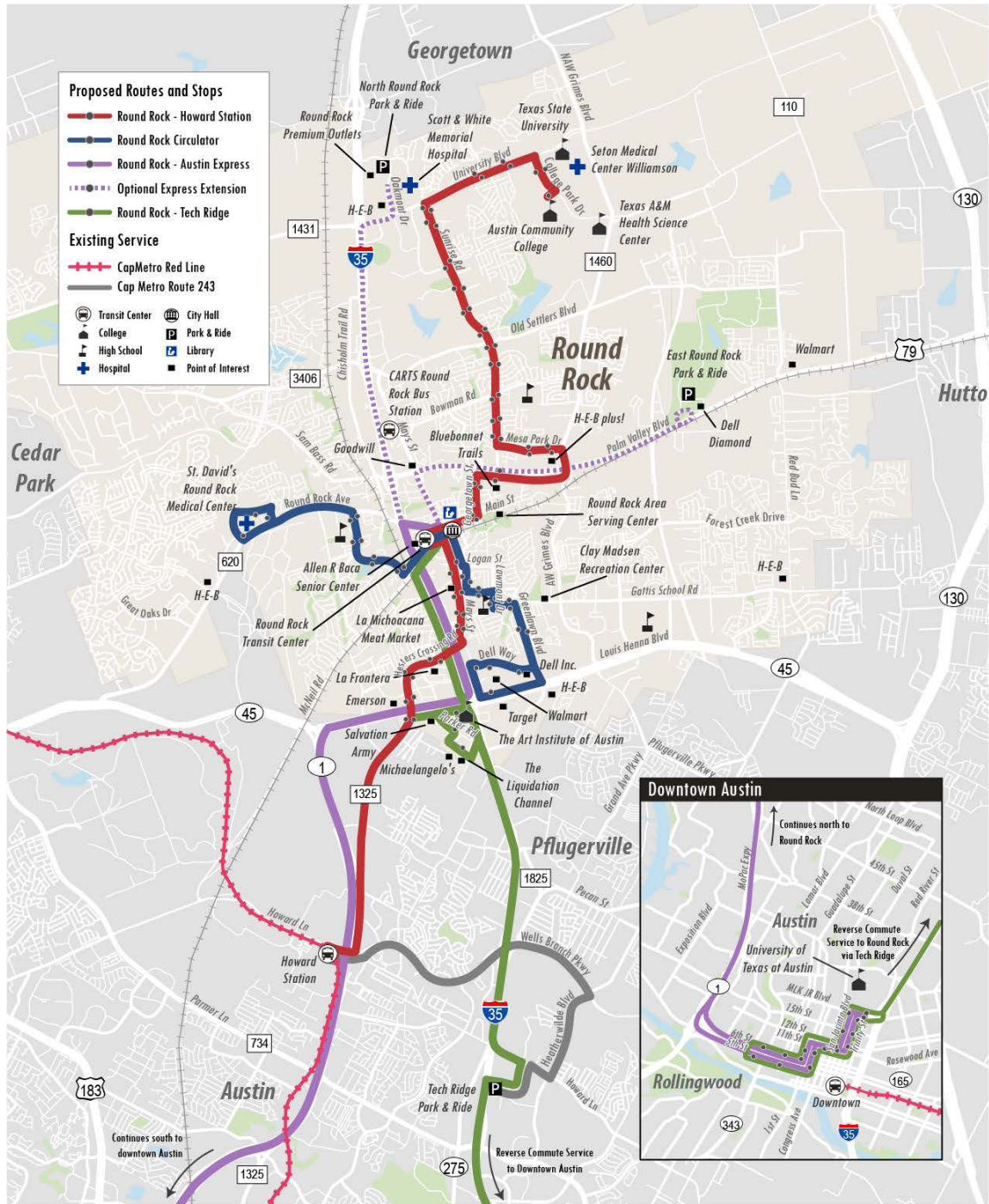
Route	Route Type	Key Destinations Served
Round Rock – Howard Station	Local arterial / feeder	ACC-Round Rock, Stony Point High School, H-E-B plus!, Downtown Round Rock, La Frontera, Howard Station
Round Rock Circulator	Local circulator	St. David's Medical Center, Round Rock High School, Downtown Round Rock, Success High School, Walmart, Dell
Round Rock – Austin Express	Regional express	Downtown Round Rock, Downtown Austin, The University of Texas
Round Rock – Tech Ridge	Reverse commute	Downtown Austin, Tech Ridge Park-and-Ride, The Art Institute, Downtown Round Rock

The feasibility of flexible route service was evaluated, however, it was determined that areas with minimum population densities to support flexible service would be better served by a combination of fixed-route and demand-response services. Limitations in the existing street network also make it difficult to design an effective flexible service.

Round Rock Transit Plan – Final Report

City of Round Rock

Figure 63 Proposed Route Network



PROPOSED ROUTES

Round Rock – Howard Station

The Round Rock-Howard Station route functions as a local arterial and feeder route. Spanning the entire length of the city, this route effectively connects transit supportive neighborhoods along Sunrise and north of downtown with key destinations throughout Round Rock. By improving local transportation access, this service provides a more robust alternative to demand-response service by offering all-day service on weekdays in a simple and direct alignment.

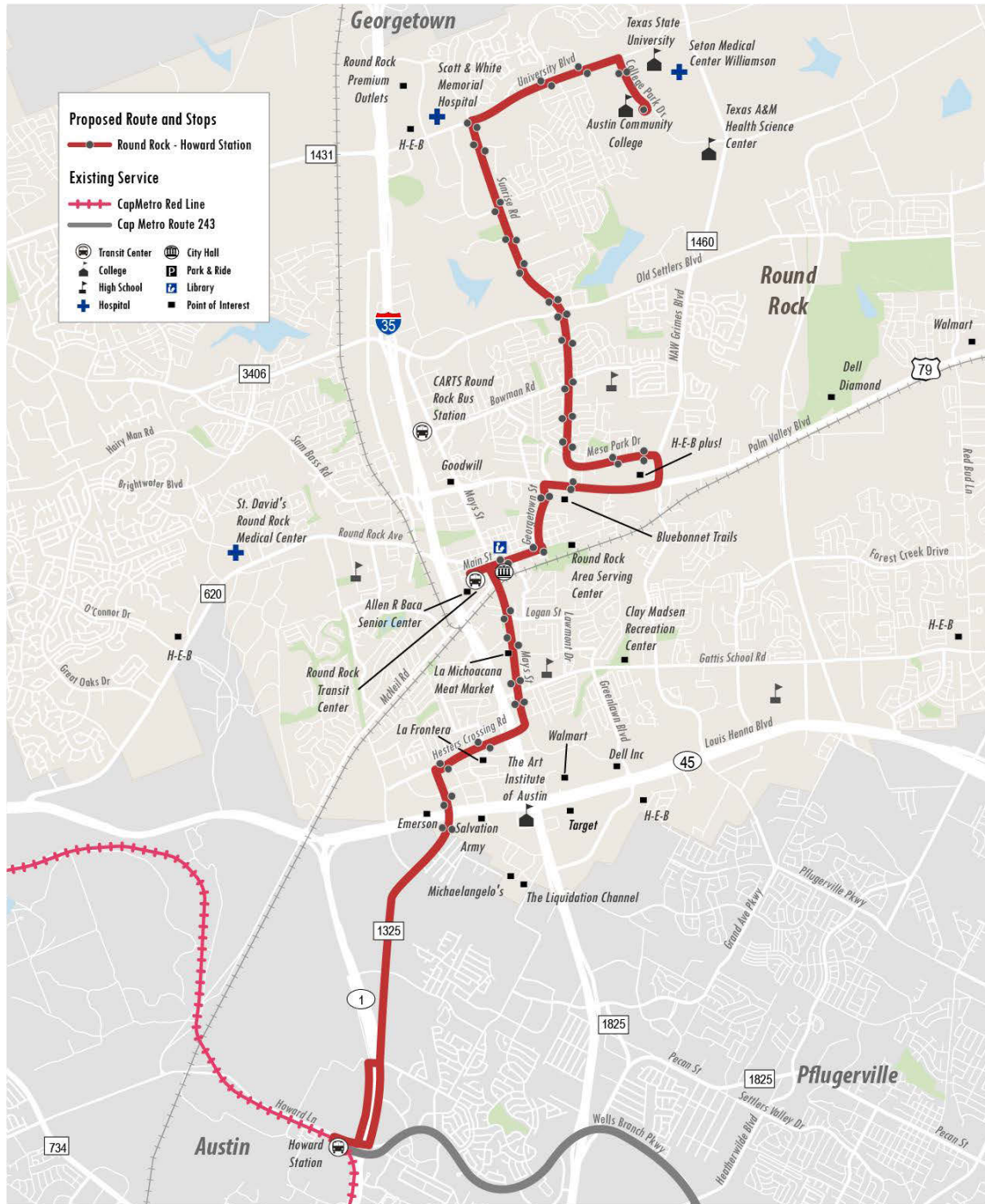
This route also improves regional mobility by connecting to Capital Metro services (MetroRail and Route 243 Wells Branch) at Howard Station. Improvements to the headway (time between buses) are recommended as ridership increases and demand grows. The opportunity for timed connections with the MetroRail exists as Capital Metro plans to upgrade the service to 30-minute headways in the upcoming years. Howard Station is the designated layover point for the route.

Connections to CARTS Interurban service and the Round Rock-Austin Express can also be made at the Round Rock Transit Center. Lastly, Round Rock may explore the possibility of partnering with Travis County to construct stops along FM 1325 at Quick Hill Road and north of Shoreline Drive. This type of partnership would require an interlocal agreement and presents an opportunity for cost sharing.

Round Rock-Howard Station	
Route Type	Local arterial / feeder
Round-Trip Route Length	27.5 miles
Number of Stops	59
Average Stop Spacing	0.47 miles
Round-Trip Cycle Time	120 minutes
Vehicles Requirements	2 vehicles for 60-minute service 4 vehicles for 30-minute service
Destinations Within ¼ Mile of Proposed Stops	ACC-Round Rock Texas State University-Round Rock Stony Point High School H-E-B plus! Bluebonnet Trails Round Rock Area Serving Center Round Rock Library Round Rock Transit Center Baca Senior Center La Frontera Emerson Salvation Army Howard Station

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 64 Round Rock – Howard Station



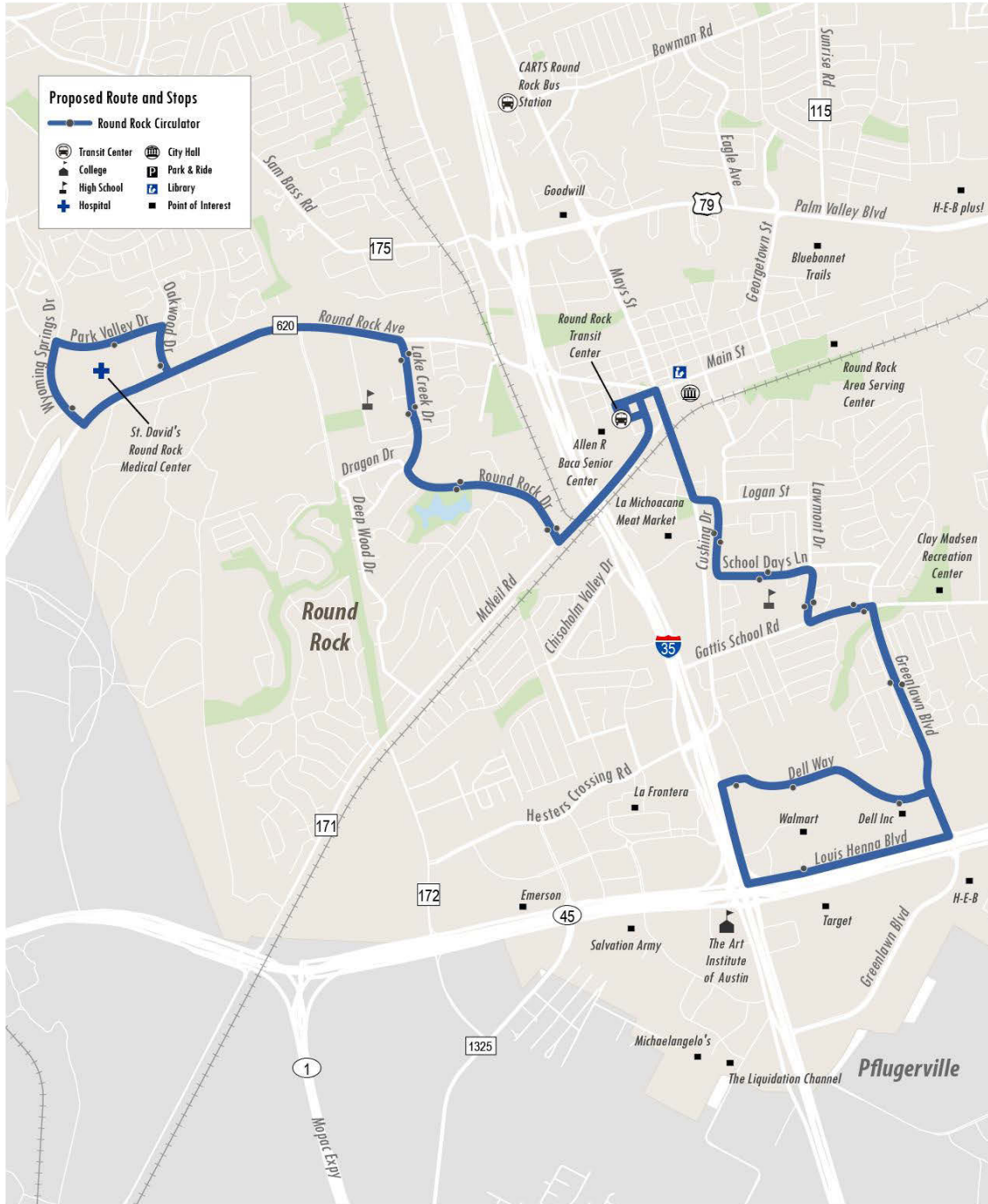
Round Rock Circulator

The Round Rock Circulator operates throughout the day mostly along collector streets. The route serves transit supportive neighborhoods that currently generate demand-response ridership. The route serves medical, educational, and shopping destinations west and south of downtown Round Rock. The Round Rock Circulator also provides direct connections to other services at the Round Rock Transit Center. Installation of a key bus stop at the Walmart along the SH 45/Louis Henna Boulevard frontage road will require TxDOT approval.

Round Rock Circulator	
Route Type	Circulator
Round-Trip Route Length	14.7 miles
Number of Stops	26
Average Stop Spacing	0.57 miles
Round-Trip Cycle Time	60 minutes
Vehicles Requirements	1 vehicles for 60-minute service 2 vehicles for 30-minute service
Destinations Within ¼ Mile of Proposed Stops	St. David's Round Rock Medical Center Round Rock High School Westwood (Housing Authority) Round Rock Transit Center Baca Senior Center Round Rock Library Cushing Center (Housing Authority) Success High School Walmart Supercenter Dell

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 65 Round Rock Circulator



Round Rock – Austin Express

The Round Rock-Austin Express provides peak directional express service from park-and-ride facilities in Round Rock to downtown Austin and the University of Texas. The route will travel from Round Rock to Austin during the morning and in the opposite direction during the afternoon. This route will operate along future MoPac express lanes, which are expected to open in 2016. Operating along MoPac express lanes provides a less congested, more reliable alternative to I-35 as public transit buses are not required to pay a toll to use the express lanes.

The Round Rock-Austin Express will share existing Capital Metro bus stops within downtown Austin to take advantage of customer amenities, maximize safety, and eliminate capital costs associated with installing new signage.

Round Rock-Austin Express		
Route Type	Commuter Express	
One-Way Trip Length	22 miles (Round Rock Transit Center to MLK & Red River)	
Park-and-Ride	Round Rock Transit Center	
Potential Park-and-Rides	North Round Rock (Round Rock Premium Outlets) East Round Rock (Dell Diamond)	
Stops in Downtown Austin	Outbound (morning) 5 th & Baylor 5 th & West Lavaca & 6 th Lavaca & 9 th 11 th & Congress 11 th & San Jacinto Trinity & 12 th Trinity & 15 th Trinity & 18 th MLK & Red River	Inbound (afternoon) MLK & Red River San Jacinto & MLK San Jacinto & 14 th 11 th & San Jacinto Guadalupe & 9 th Guadalupe & 6 th 6 th & West 6 th & Baylor

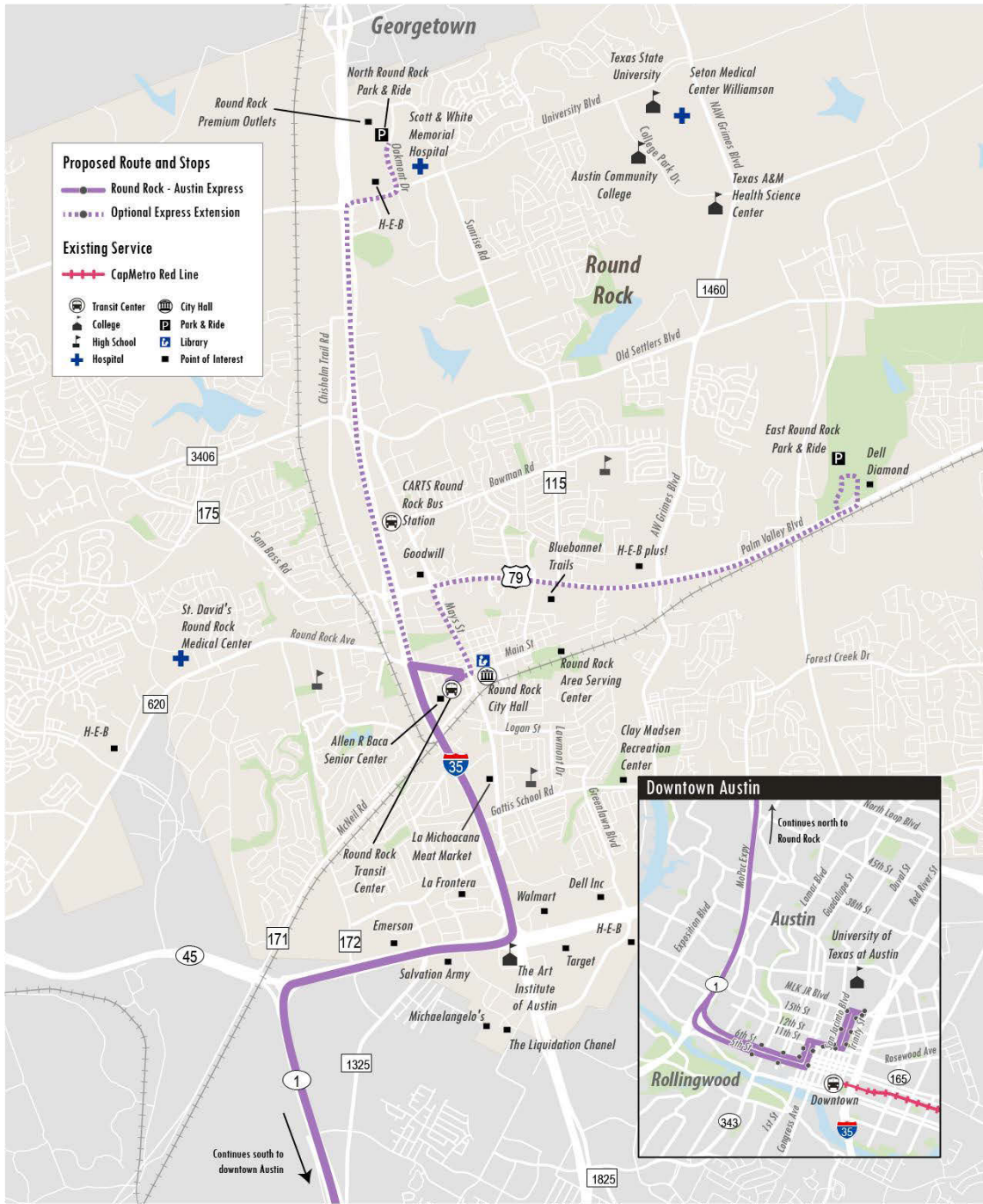
The Round Rock-Austin Express route will convert to the Round Rock-Tech Ridge route upon arriving in downtown Austin during the morning. Bus operators will change the external information display upon reaching the first downtown stop (5th & Baylor). As express passengers are dropped off in downtown Austin during the morning, reverse commuter riders traveling to Round Rock will also be permitted to board the bus (see Round Rock-Tech Ridge route).

Similarly, the Round Rock-Tech Ridge route will convert to the Round Rock-Austin Express route upon arriving in downtown Austin during the afternoon. Bus operators will change the external information display upon reaching the first downtown stop (Martin Luther King, Jr. & Red River). As reverse commuter passengers are dropped off in downtown Austin during the afternoon, express riders traveling to Round Rock will also be permitted to board the bus.

Due to the round-trip travel time of the Round Rock-Austin Express and Round Rock-Tech Ridge routes (approximately 150 minutes), it is necessary to initially assign one bus to each round-trip (i.e. buses will not have enough time to cycle around and perform another trip within the peak commuting hours). Accurate travel times will be determined after MoPac express lanes are open.

Round Rock Transit Plan – Final Report City of Round Rock

Figure 66 Round Rock – Austin Express



Round Rock – Tech Ridge

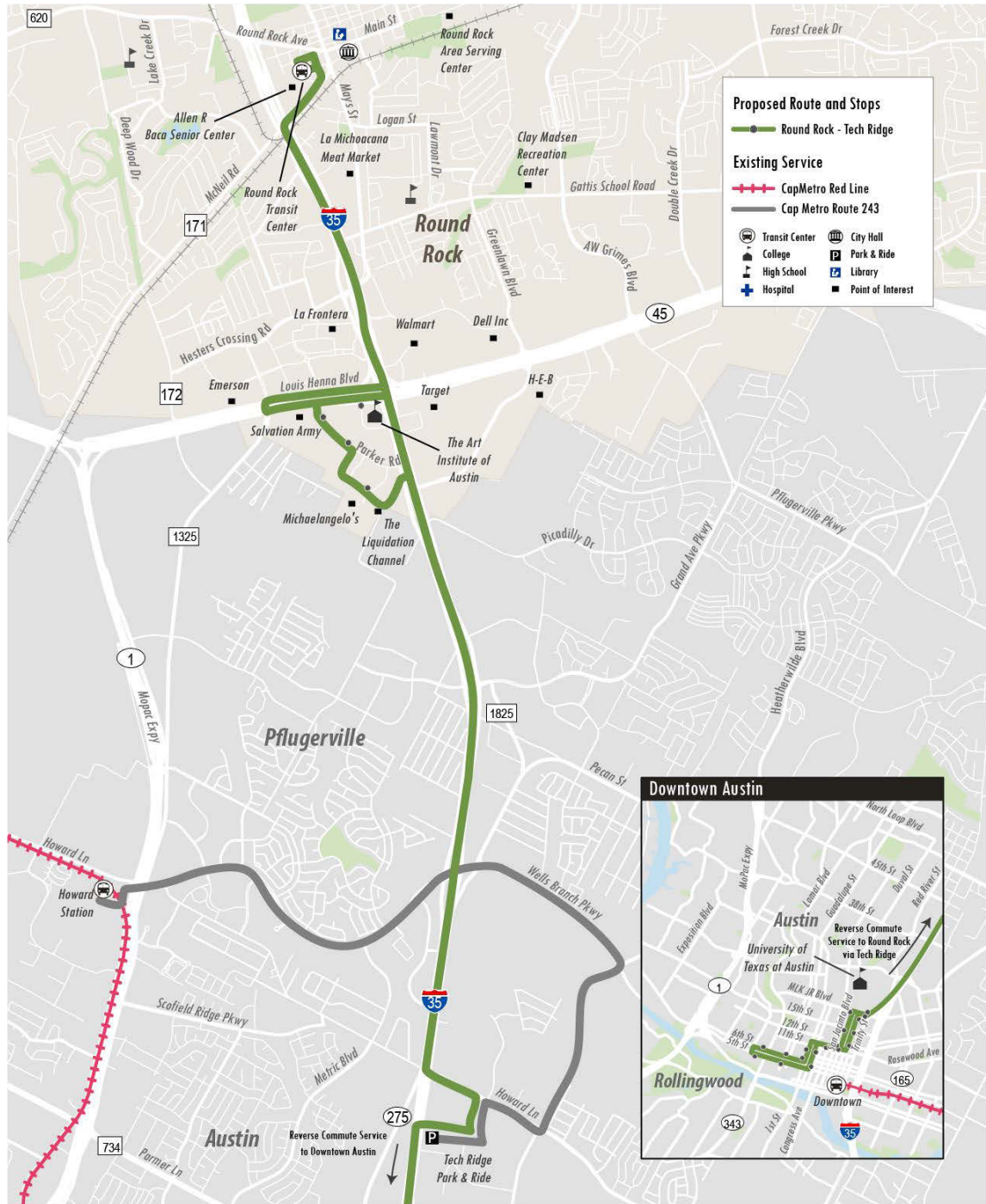
The primary intent of the Round Rock-Tech Ridge route is to provide a reverse commute connection between Tech Ridge Park-and-Ride and employment and educational opportunities (The Liquidation Channel, **Michael Angelo’s**, and **the Art Institute of Austin**) in the southwest corner of I-35 and SH 45. The route will travel from downtown Austin to Round Rock with an intermediate stop at Tech Ridge Park-and-Ride during the morning and in the opposite direction during the afternoon.

Each Round Rock-Austin Express commuter express trips will have a corresponding Round Rock-Tech Ridge reverse commute trip. Due to varying travel time along I-35 in the afternoon, it may be necessary to schedule additional travel time in the afternoon to account for congestion delays and designate a staging location along Red River Boulevard (south of Dean Keeton) on the University of Texas campus so that interlined Round Rock-Austin Express trips start on time. Installation of a bus stop at the Art Institute of Austin along the SH 45 frontage road will require TxDOT approval.

Round Rock-Tech Ridge		
Route Type	Reverse Commute	
One-Way Trip Length	9.8 miles (Round Rock Transit Center to Tech Ridge Park-and-Ride)	
Stops in Downtown Austin	Inbound (morning) 5 th & Baylor 5 th & West Lavaca & 6 th Lavaca & 9 th 11 th & Congress 11 th & San Jacinto Trinity & 12 th Trinity & 15 th Trinity & 18 th MLK & Red River	Outbound (afternoon) MLK & Red River San Jacinto & MLK San Jacinto & 14 th 11 th & San Jacinto Guadalupe & 9 th Guadalupe & 6 th 6 th & West 6 th & Baylor

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 67 Round Rock – Tech Ridge



FUTURE TRANSIT NETWORK

The implementation of two additional local arterial routes along Old Settlers Boulevard and Gattis School Road corridors will increase transit coverage in Round Rock.

Each route would require one bus. Both buses would depart the Round Rock Transit Center at the same time and travel in opposite directions along Mays Street. The northern route would turn east on Old Settlers Boulevard and south on Red Bud Lane to Palm Valley Boulevard. The southern route would turn east on Gattis School Road and north on Red Bud Lane to Palm Valley Boulevard.

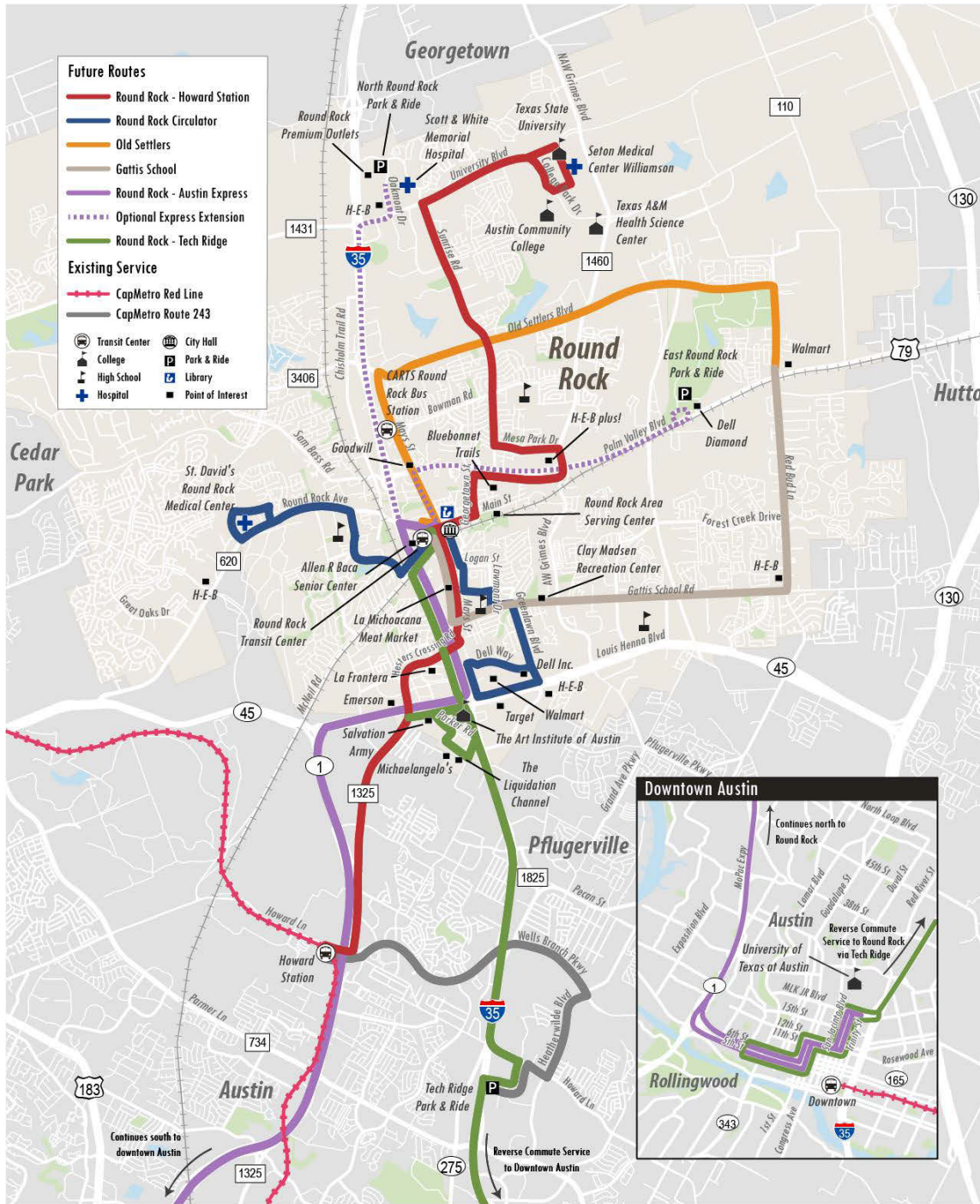
When each bus reaches Red Bud Lane & Palm Valley Boulevard, it would switch routes and continue to Round Rock Transit Center. This operation is referred to as interlining and eliminates the need for buses to turn around at their eastern endpoint. A graphic representation of each bi-directional route alignment is provided in Figure 69.

Figure 68 Future Routes

Route	Route Type	Destinations Served
North Mays/Old Settlers	Local arterial	Walmart Supercenter Goodwill Round Rock Transit Center
South Mays/Gattis School	Local arterial	Round Rock Transit Center Success High School Cedar Ridge High School H-E-B (Gattis School & Red Bud) Walmart Supercenter

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 69 Future Transit Network



SERVICE IMPLEMENTATION PLAN

Due to the additional local funds required to operate fixed-route transit services in Round Rock, a service implementation plan has been developed that incrementally grows the system over a nine year period. The initial phase provides a minimum level of local and regional service. Subsequent phases include additional service and expanded coverage. A summary of annual service changes are provided in Figure 70. A detailed service implementation plan is provide in Figure 71 and Figure 72.

Figure 70 Service Implementation Summary

Year	Action
2017	Implement new routes and reduce demand-response service
2018	Increase the number of trips on Round Rock-Austin Express from 2 to 3 during each peak period
2019	Improve the peak headway on Round Rock-Howard Station from 60 to 30 minutes
2020	Increase the number of trips on Round Rock-Austin Express from 3 to 4 each peak period
2021	Improve the midday headway on Round Rock-Howard Station from 60 to 30 minutes
2022	Increase the number of trips on Round Rock-Austin Express from 4 to 5 each peak period
2023	Extend evening service on Round Rock-Howard Station Extend morning and evening service on Round Rock Circulator Extend evening demand-response service to coincide with Round Rock-Howard Station
2024	Add Saturday Service on Round Rock-Howard Station and Round Rock Circulator
2025	Implement Old Settlers route Implement Gattis School route

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 71 Service Implementation Plan (2017-2021)

Year	Route	Action	Weekday			Peak Vehicles	Annual Hours
			Service Span	Peak Headway	Midday Headway		
2017	Round Rock – Howard Station	Implement new route	6:00 a.m. – 7:00 p.m.	60	60	2	6,072
	Round Rock Circulator	Implement new route	6:30 a.m. – 6:30 p.m.	60	60	1	3,036
	Round Rock – Austin Express / Round Rock – Tech Ridge	Implement new routes	Peak periods only	2 AM trips 2 PM trips	-	2	2,530
	Demand Response	Reduce service	6:00 a.m. – 7:00 p.m.	-	-	3	6,072
2018	Round Rock – Howard Station	No change	6:00 a.m. – 7:00 p.m.	60	60	2	6,072
	Round Rock Circulator	No change	6:30 a.m. – 6:30 p.m.	60	60	1	3,036
	Round Rock – Austin Express / Round Rock – Tech Ridge	Increase number of peak trips	Peak periods only	3 AM trips 3 PM trips	-	3	3,795
	Demand Response	No change	6:00 a.m. – 7:00 p.m.	-	-	3	6,072
2019	Round Rock – Howard Station	Improve peak headway	6:00 a.m. – 7:00 p.m.	30	60	4	9,108
	Round Rock Circulator	No change	6:30 a.m. – 6:30 p.m.	60	60	1	3,036
	Round Rock – Austin Express / Round Rock – Tech Ridge	No change	Peak periods only	3 AM trips 3 PM trips	-	3	3,795
	Demand Response	No change	6:00 a.m. – 7:00 p.m.	-	-	3	6,072
2020	Round Rock – Howard Station	No change	6:00 a.m. – 7:00 p.m.	30	60	4	9,108
	Round Rock Circulator	No change	6:30 a.m. – 6:30 p.m.	60	60	1	3,036
	Round Rock – Austin Express / Round Rock – Tech Ridge	Increase number of peak trips	Peak periods only	4 AM trips 4 PM trips	-	4	5,060
	Demand Response	No change	6:00 a.m. – 7:00 p.m.	-	-	3	6,072
2021	Round Rock – Howard Station	Improve midday headway	6:00 a.m. – 7:00 p.m.	30	30	4	12,144
	Round Rock Circulator	No change	6:30 a.m. – 6:30 p.m.	60	60	1	3,036
	Round Rock – Austin Express / Round Rock – Tech Ridge	No change	Peak periods only	4 AM trips 4 PM trips	-	4	5,060
	Demand Response	No change	6:00 a.m. – 7:00 p.m.	-	-	3	6,072

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 72 Service Implementation Plan (2022-2025)

Year	Route	Action	Weekday ³				Saturday ⁴				Peak Vehicles	Annual Hours
			Service Span	Peak Headway ⁵	Midday Headway	Evening Headway	Service Span	Peak Headway	Midday Headway	Evening Headway		
2022	Round Rock – Howard Station	No change	6:00 a.m. – 7:00 p.m.	30	30	-	-	-	-	-	4	12,144
	Round Rock Circulator	No change	6:30 a.m. – 6:30 p.m.	60	60	-	-	-	-	-	1	3,036
	Round Rock – Austin Express / Round Rock – Tech Ridge	Increase number of peak trips	Peak periods only	5 AM trips 5 PM trips	-	-	-	-	-	-	4	6,325
	Demand Response	No change	6:00 a.m. – 7:00 p.m.	-	-	-	-	-	-	-	3	6,072
2023	Round Rock – Howard Station	Extend evening service	6:00 a.m. – 9:00 p.m.	30	30	60	-	-	-	-	4	13,156
	Round Rock Circulator	Extend morning and evening service	6:00 a.m. – 8:00 p.m.	60	60	-	-	-	-	-	1	3,542
	Round Rock – Austin Express / Round Rock – Tech Ridge	No change	Peak periods only	5 AM trips 5 PM trips	-	-	-	-	-	-	4	6,325
	Demand Response	No change	6:00 a.m. – 9:00 p.m.	-	-	-	-	-	-	-	3	6,072
2024	Round Rock – Howard Station	Add Saturday service	6:00 a.m. – 9:00 p.m.	30	30	60	6:00 a.m. – 7:00 p.m.	60	60	-	4	14,404
	Round Rock Circulator	Add Saturday service	6:00 a.m. – 8:00 p.m.	60	60	-	6:30 a.m. – 6:30 p.m.	60	60	-	1	4,166
	Round Rock – Austin Express / Round Rock – Tech Ridge	No change	Peak periods only	5 AM trips 5 PM trips	-	-	-	-	-	-	4	6,325
	Demand Response	Add Saturday service	6:00 a.m. – 9:00 p.m.	-	-	-	6:00 a.m. – 7:00 p.m.	-	-	-	3	6,696
2025	Round Rock – Howard Station	No change	6:00 a.m. – 9:00 p.m.	30	30	60	6:00 a.m. – 7:00 p.m.	60	60	-	4	14,404
	Round Rock Circulator	No change	6:00 a.m. – 8:00 p.m.	60	60	-	6:30 a.m. – 6:30 p.m.	60	60	-	1	4,166
	Old Settlers	Implement new route	6:30 a.m. – 6:30 p.m.	60	60	-	-	-	-	-	1	3,036
	Gattis School	Implement new route	6:30 a.m. – 6:30 p.m.	60	60	-	-	-	-	-	1	3,036
	Round Rock – Austin Express / Round Rock – Tech Ridge	No change	Peak periods only	5 AM trips 5 PM trips	-	-	-	-	-	-	4	6,325
	Demand Response	No change	6:00 a.m. – 9:00 p.m.	-	-	-	6:00 a.m. – 7:00 p.m.	-	-	-	3	6,696

³ Weekday service is comprised of 253 days

⁴ Saturday service is comprised of 52 days

⁵ Peak period refers to 6:00 a.m. – 9:00 p.m. and 3:00 p.m. – 9:00 p.m.

INITIAL ROUTE SCHEDULES

Proposed local route schedules are designed to allow direct connections at Round Rock Transit Center in at least one direction. Future headway improvements will increase connection options.

Figure 73 Round Rock-Howard Station Initial Schedule

Bus	Southbound						Northbound					
	ACC Round Rock	Sunrise & Old Settlers	HEB Plus	Round Rock Transit Center	La Frontera	Howard Station	Howard Station	La Frontera	Round Rock Transit Center	HEB Plus	Sunrise & Old Settlers	ACC Round Rock
1	6:30a	6:42a	6:50a	7:00a	7:09a	7:17a	7:40a	7:48a	8:00a	8:08a	8:16a	8:28a
2	7:30a	7:42a	7:50a	8:00a	8:09a	8:17a	8:40a	8:48a	9:00a	9:08a	9:16a	9:28a
1	8:30a	8:42a	8:50a	9:00a	9:09a	9:17a	9:40a	9:48a	10:00a	10:08a	10:16a	10:28a
2	9:30a	9:42a	9:50a	10:00a	10:09a	10:17a	10:40a	10:48a	11:00a	11:08a	11:16a	11:28a
1	10:30a	10:42a	10:50a	11:00a	11:09a	11:17a	11:40a	11:48a	12:00p	12:08p	12:16p	12:28p
2	11:30a	11:42a	11:50a	12:00p	12:09p	12:17p	12:40p	12:48p	1:00p	1:08p	1:16p	1:28p
1	12:30p	12:42p	12:50p	1:00p	1:09p	1:17p	1:40p	1:48p	2:00p	2:08p	2:16p	2:28p
2	1:30p	1:42p	1:50p	2:00p	2:09p	2:17p	2:40p	2:48p	3:00p	3:08p	3:16p	3:28p
1	2:30p	2:42p	2:50p	3:00p	3:09p	3:17p	3:40p	3:48p	4:00p	4:08p	4:16p	4:28p
2	3:30p	3:42p	3:50p	4:00p	4:09p	4:17p	4:40p	4:48p	5:00p	5:08p	5:16p	5:28p
1	4:30p	4:42p	4:50p	5:00p	5:09p	5:17p	5:40p	5:48p	6:00p	6:08p	6:16p	6:28p
2	5:30p	5:42p	5:50p	6:00p	6:09p	6:17p	6:40p	6:48p	7:00p	7:08p	7:16p	7:28p

Figure 74 Round Rock Circulator Initial Schedule

Eastbound					Westbound				
St. David's Medical Center	Round Rock High School	Round Rock Transit Center	Success High School	Walmart	Walmart	Success High School	Round Rock Transit Center	Round Rock High School	St. David's Medical Center
-	-	6:00a	6:06a	6:12a	6:15a	6:21a	6:30a	6:36a	6:42a
6:45a	6:51a	7:00a	7:06a	7:12a	7:15a	7:21a	7:30a	7:36a	7:42a
7:45a	7:51a	8:00a	8:06a	8:12a	8:15a	8:21a	8:30a	8:36a	8:42a
8:45a	8:51a	9:00a	9:06a	9:12a	9:15a	9:21a	9:30a	9:36a	9:42a
9:45a	9:51a	10:00a	10:06a	10:12a	10:15a	10:21a	10:30a	10:36a	10:42a
10:45a	10:51a	11:00a	11:06a	11:12a	11:15a	11:21a	11:30a	11:36a	11:42a
11:45a	11:51a	12:00p	12:06p	12:12p	12:15p	12:21p	12:30p	12:36p	12:42p
12:45p	12:51p	1:00p	1:06p	1:12p	1:15p	1:21p	1:30p	1:36p	1:42p
1:45p	1:51p	2:00p	2:06p	2:12p	2:15p	2:21p	2:30p	2:36p	2:42p
2:45p	2:51p	3:00p	3:06p	3:12p	3:15p	3:21p	3:30p	3:36p	3:42p
3:45p	3:51p	4:00p	4:06p	4:12p	4:15p	4:21p	4:30p	4:36p	4:42p
4:45p	4:51p	5:00p	5:06p	5:12p	5:15p	5:21p	5:30p	5:36p	5:42p
5:45p	5:51p	6:00p	-	-	-	-	-	-	-

Figure 75 Round Rock-Austin Express Initial Departure Times

Bus	Southbound					Northbound				
	North or East P&R	Round Rock Transit Center	5 th & Baylor	11 th & San Jacinto	MLK & Red River	MLK & Red River	11 th & San Jacinto	6 th & Baylor	Round Rock Transit Center	North or East P&R
1	5:50a	6:00a	TBD	TBD	TBD	4:00p	4:05p	4:18p	TBD	TBD
2	6:50a	7:00a	TBD	TBD	TBD	5:00p	5:06p	5:20p	TBD	TBD

COMPLEMENTARY PARATRANSIT SERVICE

The Americans with Disabilities Act (ADA) requires that complementary paratransit service be operated in conjunction with fixed route transit service. These requirements do not apply to commuter bus services. **For eligible bus and train routes, “origin-to-destination” demand response service must be available within three quarters of a mile of any fixed route and must operate during the same days and hours as each fixed route service.** The transit agency will determine if the service will be provided as door-to-door or curb-to-curb, however, if curb-to-curb service is chosen there are times when service must be provided beyond this base level if required **by a passenger’s disability. Under the ADA, a transit agency must provide the capacity and level of service to ensure that the paratransit service is sufficiently available to ADA paratransit eligible individuals.** This means that a transit agency cannot limit the number of trips, have excessive trip waiting lists, deny a significant number of trips, or have an excessive number of long telephone holds, overly long trips, or untimely pickups.

Currently Round Rock operates demand response service that is open to the general public in the City of Round Rock and the Round Rock ETJ. The first implementation year of this plan reduces the number of demand response vehicles from five to three, however the span of service will match the fixed route span of service, and will more than satisfy geographic ADA requirements since the service is offered outside the three quarter mile requirement. Existing riders who are able to ride fixed-route service will likely shift from demand response service to fixed route service. The number of proposed vehicles will continue to provide adequate service to ADA eligible passengers and will continue to provide a sufficient level of service to adhere to ADA policies.

Demand response service is expensive to operate on a per passenger basis. Regulations allow the one-way fare for ADA trips to be no more than twice the fixed route fare. However, demand response trips made by members of the general public may be set at a higher price.

The City of Round Rock should develop ADA paratransit policy in order to provide guidance on the following:

- Eligible populations – some systems restrict demand response service to only those who qualify under ADA. Other systems provide service to ADA and seniors, and some are entirely open to the general public.
- Eligibility screening – Round Rock currently has a process for identifying riders who qualify for a reduced fare. A similar process must be developed in accordance with ADA policies to determine eligibility for ADA trips. Adhering to the ADA eligibility determination process is a legal requirement and can be an effective way to manage demand for the service.

Round Rock Transit Plan – Final Report
City of Round Rock

- Rider priority – If serving ADA and general public populations with demand response service, Round Rock must develop policy in order to provide priority to ADA passengers in reserving trips.
- Fares – ADA fares may be no more than twice the fixed route fare, however demand response trips made by members of the general public may be set at a higher price.

9 CAPITAL PLAN

VEHICLES




Right-sizing of vehicles is important from an operational and fiscal standpoint. Several vehicle types are available for range of services. Anticipating ridership loads, average passenger trip lengths, and customer expectations are primary factors when determining the appropriate vehicle type for each service.

All transit vehicles should be wheelchair accessible and include electronic route/destination signage. Bike racks are also an important feature as they have the potential to attract customers traveling to areas not within walking distance of bus stops.

The City of Round Rock currently owns two light-duty cutaway buses that are operated by their contractor, Star Shuttle, for demand-response service. Three additional light-duty cutaway buses owned and operated by Star Shuttle are currently used for demand-response service. Light-duty cutaway buses are also recommended for the Round Rock Circulator due to its operating characteristics (neighborhood collector streets and moderate ridership).

Low-floor buses are recommended for local arterial routes with higher ridership potential. Low-floor buses reduce dwell time by speeding up the boarding and alighting process, in addition to improving the ease of use for seniors and persons with disabilities. Over-the-road coach buses are recommended for the Round Rock-Austin Express and the interlined Round Rock-Tech Ridge route. Over-the-road coach buses offer increased comfort for longer trips and are used for similar Capital MetroExpress bus routes.

Figure 76 Recommended Vehicles by Route

Route(s) and Implementation Year	Route Type	Recommended Vehicle
Round Rock-Howard Station (2017) Old Settlers (2025) Gattis School (2025)	Local Arterial	 Heavy-Duty Low-Floor Bus
Round Rock Circulator (2017)	Local Circulator	 Light-Duty Cutaway Bus
Round Rock-Austin Express (2017) Round Rock-Tech Ridge (2017)	Commuter Express	 Over-the-Road Coach

A detailed comparison of bus types is provided in Figure 77.

Figure 77 Comparison of Bus Types

<p>Light-Duty Cutaway Bus <i>Typical uses:</i> Demand response, flexible, and fixed-route services Ridership demand: Low <i>Length:</i> 19 to 25 ft <i>Seating capacity:</i> 10 to 25 Wheelchair capacity: 2-4 Minimum life: 12 years or 500,000 miles Average cost: \$60,000-100,000</p>	
<p>Medium-Duty Cutaway Bus <i>Typical uses:</i> Demand response and fixed-route services Ridership demand: Moderate <i>Length:</i> 25 to 32 ft <i>Seating capacity:</i> 20 to 33 Wheelchair capacity: 2-4 Minimum life: 12 years or 500,000 miles Average cost: \$100,000-150,000</p>	
<p>Heavy-Duty Low Floor Bus <i>Typical use:</i> Fixed-route service Ridership demand: Moderate to high <i>Length:</i> 29-40 ft <i>Seating capacity:</i> 28 to 40 Wheelchair capacity: 2-4 Minimum life: 12 years or 500,000 miles Average cost: \$500,000-600,000</p>	
<p>Over-the-Road Coach <i>Typical use:</i> Inter-city express service Ridership demand: High <i>Length:</i> 40 to 45 ft <i>Seating capacity:</i> 50 to 55 Wheelchair capacity: 2-4 Minimum life: 12 years or 500,000 miles Average cost: \$600,000-650,000</p>	

BUS STOPS

All stops should be fully accessible with a concrete landing and access to a sidewalk or pathway. ADA accessibility standards require that each bus stop include a landing pad with a minimum width of 60 inches and minimum depth of 96 inches. Bus stops should also connect to adjacent sidewalks or pedestrian paths. Many transit systems go beyond ADA minimums and provide a landing pad for the rear door of the bus. The addition of landing pads, connecting sidewalks, and amenities such as seating and shelter enhance the customer experience.

Stop Spacing

The optimal spacing between bus stops involves a balance of customer convenience and operating efficiency. Closely spaced stops reduce the distance to/from customer origins and destinations but result in slower bus speeds as each additional stop with activity requires the bus to decelerate, come to a complete stop, load and unload riders, and then accelerate back into traffic. Stops spaced farther apart result in faster, more reliable service but can significantly increase walking distance. Since most riders want service that balances convenience and speed, the number and location of stops is a key component of determining that balance.

In general, areas with high population and employment density should have shorter stop spacing than areas with moderate or low densities. Figure 78 provides stop spacing guidelines based on population and employment density characteristics. Actual stop spacing will vary based on built environment characteristics.

Figure 78 Bus Stop Spacing Guidelines

Density Classification	Population / Employment Density	Spacing Dimensions
High Density	15+ persons or jobs per acre	Approximately every 800-1,200 feet
Moderate Density	5-15 persons or jobs per acre	Approximately every 1,200-2,000 feet
Low Density	0-5 persons or jobs per acre	As needed

Stop Placement

Bus stop placement involves a balance of customer safety, accessibility, and operations. The placement of each bus stop can be classified as one of the following:

- Near-side—immediately prior to an intersection
- Far-side—immediately after an intersection
- Mid-block—between two intersections














Bus stops are generally located at street intersections to maximize pedestrian accessibility from both sides of the street. Far-side stops are typically ideal at signalized intersections and along high-volume arterial streets. Near-side stops are typically preferable along low-volume streets such as neighborhood streets to reduce the possibility of stopping twice at an intersection (stop sign and bus stop).

Bus turning movements, driveways, and dedicated turn lanes sometimes restrict the placement of stops at or near an intersection and necessitate a mid-block stop. Mid-block stops may also be considered when destinations are a significant distance from intersections. Mid-block stops may be the only option at major intersections with dedicated turn lanes. Additional factors to consider

Round Rock Transit Plan – Final Report
City of Round Rock

when determining the placement of a bus stop include lighting, slope, adjacent land use, and constraints such as trees, poles, fire hydrants, etc. Key advantages and disadvantages of each bus stop placement option are described in Figure 79.

Figure 79 Bus Stop Placement Considerations

	Advantages	Disadvantages
Near-side stops	 Shortest distance from bus door to a crosswalk, which encourages riders to use crosswalks	 Most exposure to traffic delays. May require more than one traffic cycle  Increases conflict with right-turning vehicles  May block travel lane with queuing buses  May obscure motorists' view of traffic control devices and crossing pedestrians
Mid-block stops	 Typically improves access to destinations on large tracts  Minimizes motorist and pedestrian line of sight concerns	 May require bus pullout on high-speed streets  Encourages riders to cross street mid-block
Far-side stops	 Encourages riders to use nearby crosswalks  Allows bus operators to use intersection as a deceleration lane  Allows additional right-turning capacity before intersection	 May restrict travel lanes on far-side of intersection

Recommended bus stop locations are provided for routes proposed for 2017 implementation. Bus stop requirements are listed in Figure 80.

Figure 80 Bus Stop Requirements

Route	Total Stops	Round Rock TC	Howard Station	Tech Ridge P&R	Downtown Austin	New Stops
Round Rock – Howard Station	59	1	1	0	0	57
Round Rock Circulator	26	1	0	0	0	25
Round Rock – Austin Express	21	1	0	0	18	2
Round Rock – Tech Ridge	24	1	0	1	18	4
Total	130	1	1	1	18	88

Bus Stop Signage

Well-designed bus stop signage has the opportunity to provide useful customer information while simultaneously marketing transit service. Route signage should be limited to one design to minimize inventory and materials costs.

Bus stop signage should include the following:

- Round Rock Transit logo
- Unique panels or stickers with route number/name/endpoint
- Unique stop identification number, which can be used to access schedule information
- Round Rock Transit website address and customer service phone line
- ADA-accessible symbol

The unit cost of bus stop poles and signage is approximately \$250 per stop. Therefore, the cost of purchasing poles and signage for initial bus stops in Round Rock is \$25,000. An example of modern bus stop designs is shown in Figure 81.

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 81 Sample Bus Stop Designs



Sources: King County Metro, Regional Transit Service (Rochester)

Bus Stop Amenities

Bus stops amenities enhance customer experience by increasing comfort and perceived safety while reducing perceived waiting times. **Bus stop amenities also influence the community’s image** perception of transit service. The provision of amenities is typically based on ridership. A guideline for bus stop amenities is included in Figure 82.

Figure 82 Bus Stop Amenity Guidelines

Amenity	Description
Pole and sign	Installed at stops with fewer than 5 average daily boardings
Pole, sign, and seating	Installed at stops with 10-20 average daily boardings.
Pole, sign, seating, and shelter	Installed at stops with 20 or more average daily boardings.

Circumstances that might preclude installation of shelters or seating at a particular stop meeting specific thresholds are:

- Amenities would compromise pedestrian or operational safety
- Adequate right-of-way is not available
- Regulations enforced by City, County, State, or Federal government
- Installation costs are excessive
- Plans are in place to relocate or close the stops

The approximate cost of bus shelters with seating and trash receptacles is \$10,000 per stop. Stops that are most likely to generate 20 or more average daily boardings within the first year of service are listed in Figure 83.

Figure 83 Priority Bus Stop Locations for Shelters

Origin or Destination Served	Location
ACC Round Rock	Campus main entrance
H-E-B plus!	Plateau Vista Boulevard & A.W. Grimes Boulevard (midblock)
Bluebonnet Trails (2 stops)	Georgetown Street & Palm Valley Boulevard (midblock)
Round Rock Public Library (2 stops)	Main Street & Sheppard Street
St. David’s Medical Center	Park Valley Drive & Wyoming Springs Drive
Walmart Supercenter	Louis Henna Boulevard & I-35

TRANSIT CENTER

Round Rock Transit Center

The Round Rock Transit Center was completed in 2010 and is part of the City of Round Rock’s mobility and connectivity strategic initiative to provide residents and visitors with alternative transportation choices. The transit center will serve as the primary connection point for local and regional service.

The Transit Center includes a two-level garage with 100 parking spaces, with the ability to expand to a five-level garage (three additional floors of parking). Street-level parking spaces were designed so they could be converted into future ground-floor retail uses should additional floors be constructed. The facility also includes a customer pick-up/drop-off zone, bike racks and lockers, and an office for ticket sales and an indoor waiting area. The designated bus loading and unloading zone is at street level, meaning that it lacks a raised curb and adjacent sidewalk.

Installation of a curb and sidewalk is highly recommended prior to the introduction of transit service. Restricting parking to Round Rock Transit customers only is also recommended.

Figure 84 Round Rock Transit Center Office and Bus Bays



INFRASTRUCTURE IMPROVEMENTS

Accessible bus stops are vital to the safety and success of fixed-route transit service. Operational safety is equally important and also requires coordination with other city departments and outside entities. Figure 85 lists priority pedestrian and traffic improvements within Round Rock. An example of an existing pedestrian-activated crosswalk (Dell Way & Greenlawn Boulevard) is provided in Figure 86.

Figure 85 Priority Street, Sidewalk, and Signal Improvements

Location	Action
ACC Round Rock	Close 3 parking spaces, add stop with amenities
Sunrise Road & Hidden Valley Drive	Add crosswalks
E Mesa Park Drive & Plateau Vista Boulevard	Install 3-way stop
Plateau Vista Boulevard & HEB entrance	Add pedestrian-activated crosswalks
E Palm Valley Boulevard & Sunrise Road	Right-turn only except buses
E Palm Valley Boulevard & Georgetown Street	Improve signal timing
E Main Street & S Sheppard Street	Close 3 parking spaces each side and add stop with amenities
1300 block of N Mays Street (northbound)	Extend sidewalk
Louis Henna Boulevard & Farmers Circle	Install stop (requires TxDOT approval)
Louis Henna Boulevard & Walmart	Install stop (requires TxDOT approval)

Figure 86 Pedestrian-Activated Crosswalk



Round Rock Transit Plan – Final Report
City of Round Rock

Figure 87 Summary of Capital Improvements Required for Service Implementation

Capital Improvement	Cost
Vehicles	Subject to operating scenario
Bus Stop Signage	\$20,000
Bus Stop Amenities	\$60,000
Transit Center Improvements	TBD
Street/Sidewalk/Signal Improvements	TBD

10 FINANCIAL PLAN

OPERATING OPTIONS

Round Rock is currently a direct recipient of a portion of Federal Transit Administration (FTA) Section 5307 Program funds for the Austin Urbanized Area and contracts with Star Shuttle to operate its demand-response service.

In April 2014, Capital Metro revised its Service Expansion Policy, which outlines policy options for Round Rock and other jurisdictions within the Austin urbanized area but outside the Capital Metro service area. The complete list of policy options include:

- Join Capital Metro
- Contract for Service
- Form a Local Government Corporation
- Become a FTA Sub-Recipient
- Become a Direct Recipient (current option)

In the near-term, it is recommended that the City of Round Rock remain a direct recipient and continue contracting with a private service provider as it implements fixed-route bus service. This option will provide more autonomy over new fixed-route services and a higher level of responsiveness to the needs of the community.

Round Rock's current contract with Star Shuttle expires on May 31, 2017. Therefore, new fixed-routes should be implemented on June 1, 2017 in conjunction with a new turnkey contract with a private service provider. This start-up date will allow adequate time to make necessary capital improvements, coordinate with regional transportation providers, and market the new services.

As the Round Rock system develops over the next 10 years, it may **be in the City's best interest to** contract with Capital Metro for regional services and eventually consider joining Capital Metro to create a seamless regional network.

OPERATING COSTS

Projected operating costs assume a contractor rate of \$60 per hour of bus service. This figure does not take into account the potential increased rates for operating larger vehicles such as low-floor buses or over-the-road coaches. Projected operating costs also assume continued 40% FTA contribution and increased ridership productivity as a result of service improvements. Projected annual operating costs are depicted in Figure 88 and the projected City of Round Rock annual contribution is included in Figure 89.

Round Rock Transit Plan – Final Report
City of Round Rock

Figure 88 Total Annual Operating Cost

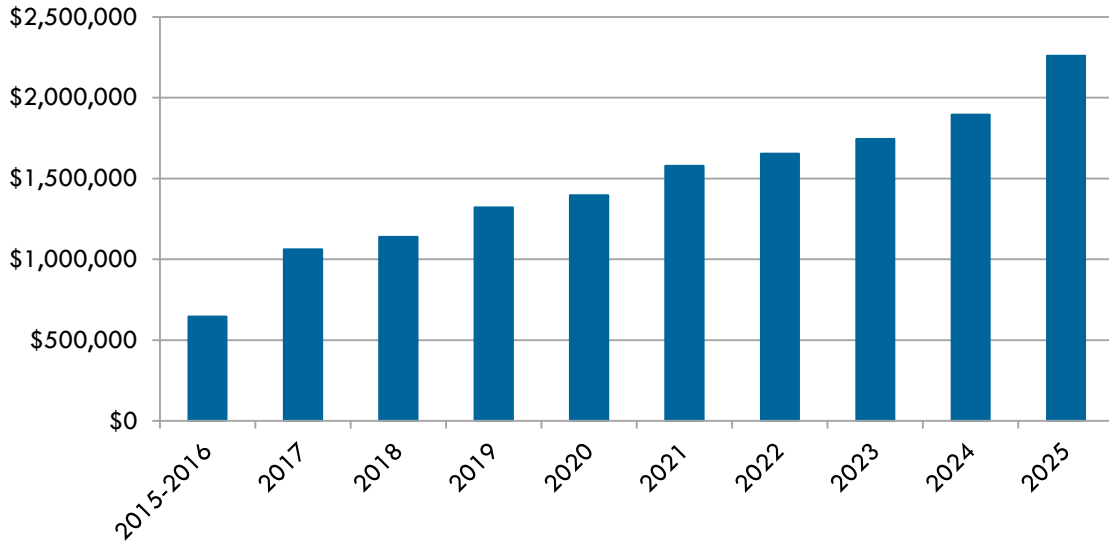
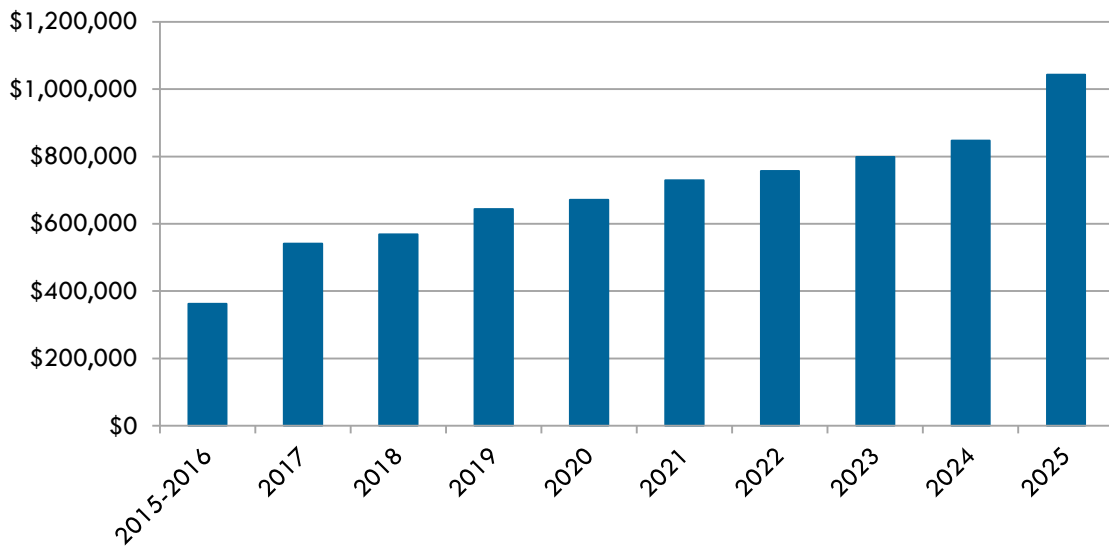


Figure 89 Projected City of Round Rock Contribution



FARES

Fare Structure

The fare structure should be simple for customers, encourage regular usage of the system, and place minimal burden on bus operators in communicating and enforcing fare policy. The proposed fare structure is described in Figure 90. All routes except the Round Rock-Austin Express are considered Local routes. While the reverse commute service from downtown Austin to Round Rock via Tech Ridge travels over a long distance, the Express will operate in a managed lane in the peak direction, thus the separate fare classification.

Figure 90 Proposed Fare Structure

LOCAL	Single Ride	\$1.25
	Single Ride, Reduced	\$0.60
	Day Pass	\$2.50
	Day Pass, Reduced	\$1.25
	31 Day Pass	\$30.00
	31 Day Pass, Reduced	\$15.00
EXPRESS	Single Ride	\$3.50
	Single Ride, Reduced	\$1.75
	Day Pass	\$7.00
	Day Pass, Reduced	\$3.50
	31 Day Pass	\$100.00
	31 Day Pass, Reduced	\$50.00

The proposed structure gives regular riders on Local routes a deep discount, 40% over the cost of weekday roundtrips for four weeks. The Express 31 day pass offers a 28.5% discount which is similar to Capital Metro’s but is rounded to \$100 for easier marketing. Both cash fares match Capital Metro’s fare for regional consistency.

In order to allow riders to use both the Local services and the Express service contiguously, Express day passes (which are valid for both Express and Local services) should be available for purchase on Local routes. Riders starting their trip in the morning can board a Local route, purchase an Express day pass and transfer to the Express at the downtown Transit Center at no additional cost.

Additional Fare Policy Recommendations

The following fare policies are recommended based on best practices.

- Local Routes
 - Riders using cash pay every time they board a bus.
 - Riders wishing to transfer between Local routes or make a round trip should purchase a local day pass, good for unlimited rides on Local routes for the date of purchase.

Round Rock Transit Plan – Final Report
City of Round Rock

- Regular riders should purchase a Local 31 day pass, valid for unlimited rides 31 days from activation (first ride).
- Express Routes
 - Riders using cash pay every time they board a bus.
 - Riders making a cash-based one-way trip that includes using both Local and Express routes will pay for each trip separately (\$4.75 total).
 - Riders planning to make a round trip should purchase an Express day pass, valid for unlimited rides on Express and Local routes for the date of purchase.
 - Regular riders should purchase an Express 31 day pass, valid for unlimited rides on both Express and Local routes for 31 days from activation (first ride).
- Riders eligible for reduced fare include youth, seniors, and persons with disabilities.
- Children under the age of 5 ride for free.

Fare Coordination

Proposed services in Round Rock will connect with Capital Metro services at Howard Station and Tech Ridge Park-and-Ride. In order to provide a seamless trip, the City of Round Rock should develop a revenue sharing agreement with Capital Metro in order to honor equivalent pass products between services. For example, a rider transferring from Round Rock Local service at Tech Ridge with a Local day pass would ride Capital Metro Local service for free. Similarly, a Round Rock rider that purchases an Express day pass on the Arterial route could transfer to MetroRail at Howard Station for no additional cost.

Fare Technology

The need to carry cash to pay for transit makes it inconvenient for many potential riders. Smart cards and mobile phone ticketing are cashless fare technologies that are becoming more common across the country. Smart cards are plastic with an embedded chip that enables the card to be used as a 31-day pass or as a stored value card. Some transit providers are moving toward mobile phone ticketing, which has recently been implemented by Capital Metro.

Cashless fare technology is most successful when it is integrated region-wide. It is recommended that Round Rock pursue mobile ticketing or work with regional partners to explore the possibility of a regional smart card in order to provide a convenient cashless fare payment option already employed in the region.

POTENTIAL FUNDING SOURCES

Advertisements on Buses

The City of Round Rock may consider partnering with an advertising agency to increase operating revenue. The most common partnership involves selling advertisements on owned buses in the form of panels or bus wraps that are installed by the partnering company. The estimated earning potential for this service is \$3,000-\$5,000 annually per bus. While most transit service providers have taken advantage of this type of advertising, other agencies have opted to **remain “ad-free”** in an effort to maximize branding.

Student Semester Pass

Many transit providers across the country negotiate with colleges and universities for a student pass agreement. These programs are often referred to as a **“Universal transit pass,” “U-pass,”** or **“Eco-Pass”** and are beneficial to transit providers, colleges/universities, as well as students and the community. A list of benefits is provided in Figure 91.

Figure 91 Benefits of Universal Student Pass Program

Transit Riders	Transit Operators
<ul style="list-style-type: none"> ▪ Reduced or free access to transit ▪ Rewards existing riders, attracts new ones ▪ Particularly beneficial to low income students 	<ul style="list-style-type: none"> ▪ Provides a stable source of income ▪ Increases transit ridership ▪ Helps improve cost recovery and/or fund service improvements
Community	College / University
<ul style="list-style-type: none"> ▪ Reduces traffic congestion and increases transit ridership ▪ May increase transit frequency to the area, depending on student ridership patterns 	<ul style="list-style-type: none"> ▪ Reduces parking demand ▪ Provides an incentive to recruit and retain students

Student pass agreements are often structured so that the transit provider receives a set dollar amount per each student in exchange for all students riding free. Colleges and universities typically include the cost of the semester pass within student fees, typically ranging from \$25-\$75 per semester. Issuing students passes each semester ensure that only current students may benefit from the agreement. Capital Metro and Austin Community College have partnered for several years with the ACC Green Pass program, which allows ACC students to ride bus or rail for a low fee of \$25 per semester. Green Passes can be obtained on ACC campuses.

Partnerships with Major Employers

Several major employers in the southwest corner of I-35 and SH 45 have expressed an interest in reverse commute bus service for their employees. A partnership in which employers purchase a specific number of passes for its employees at a discounted rate would provide a stable source of revenue for Round Rock while improving job access.

11 MARKETING RECOMMENDATIONS

INTRODUCTION

For people to be able to use transit, they must first know that it is there and be able to understand how to use it. This means that it is extremely important for transit systems to provide clear and concise information about their available services.

Successful transit systems provide a wide array of public information, telephone support, printed materials, full-featured websites, and real-time information. The predominant types of information that are widely distributed include:

- **System maps** that provide an overview of available services
- **Route schedules and maps** that provide detailed information for each service
- **Websites**, which are the initial point of access for most people and provide complete information on available services
- **Web and app-based real-time information** that provides predicted arrival times at stations and stops and, often, maps that display the actual location of transit vehicles

BRANDING

All fixed route transit systems have two basic marketing assets by design: buses and bus stops. For new transit service in a community, these serve as a primary method of informing residents and employees about the existence of service. It is important that these assets are branded in a way that is easily recognizable, easy to understand, and attractive.

Should Round Rock manage its own transit system, it should have the following basic brand identity components:

- **Name**, such as Round Rock Transit or a concise alternative
- **Logo**, which may incorporate the name of the system and a symbol
- **Colors**, which are used in the logo as well as the vehicle livery and stop signage

Figure 92 Conceptual Round Rock Transit Logo



Transit system with a modern look and feel may be more successful in attracting choice riders (customers who have access to an automobile as a driver or passenger). **Oklahoma City’s transit service**, formerly known as “**Metro Transit**”, was **recently rebranded as “Embark”**. The name, colors, typography, and slogan present a more modern identity.

Figure 93 Oklahoma City Transit Logo Comparison



Boulder, Colorado brands its services with a variety of names: Hop, Skip, Jump, Dash, etc. Each route serves a different purpose, such as a downtown circulator or a connection to University of Colorado Campus. The vehicles are branded to be easy to identify. New users to the system can identify their route and visitors and locals alike can more easily remember how to get around town. The Regional Transportation Authority of Middle Tennessee brands regional commuter in **Nashville as “Relax and Ride”**. With Round Rock considering both local and commuter services, there may be opportunities to uniquely brand its services based on its primary function(s).

Figure 94 Branded Boulder Transit Services



Source: NelsonNygaard and City of Boulder

In suburban Chicago, Pace Bus commuter services are authorized to operate on the shoulders during peak times when there is severe congestion, providing an advantage of private vehicles. This travel time advantage is advertised on vehicles.

Commuter service using managed lanes on MoPac presents an opportunity to use branding to tout its convenience. Toll rates on MoPac are predicted to be as high as \$4, which is comparable to fares on commuter routes in other cities. Commuter vehicles could be branded to convey the savings and convenience of riding rather than driving.

Figure 95 Branded Pace Bus Commuter Express Service



ROUTE AND SCHEDULE INFORMATION

Buses and Bus Stops

For existing and potential riders, buses and bus stops are also a delivery method for information. It is important that as patrons are navigating the system, they have access to the information they need to get where they want to go. The following features make transit systems user friendly:

- Post maps and schedules at key bus stops
- In cases that a popular destination is not immediately visible from the stop location, use **wayfinding signage or “area maps” to show riders where they** are in relation to those places
- Install digital displays showing real-time arrival information at major transit stops
- Have paper schedules for current route and connecting routes (including other transit providers) on board buses
- Implement on-board stop announcements so that riders are notified when their stop is approaching⁶

Websites

Transit system websites have become the primary source of information for most riders. The types of information that typically are provided on websites include:

- System map (interactive or PDF format)
- Route-by-route schedule information and maps in PDF format
- Complementary paratransit service information
- Service alerts
- Fare information
- Information on how to ride if in a wheelchair or loading a bicycle

Additional website features that improve customer convenience include:

- A simple, stand-alone web address that is easy to remember
- A mobile website for smartphones
- Trip planning capability, either directly on the website or through integration with third-party sites such as Google Maps
- Real-time information displaying vehicle locations and predicted arrivals
- The ability to purchase tickets and passes
- Customizable e-mail or text alerts for service disruptions, agency news, etc.
- Integration with social media such as Twitter and Facebook to provide service alerts and updates on transit initiatives
- Availability in multiple languages to make information accessible for the entire community

⁶ Note that ADA requires verbal or automated stop announcements transfer points, major intersections, major destinations, stops requested by riders with disabilities, and at frequent enough intervals that blind persons or persons with partial vision can orient themselves.

Real-Time Information

Real-time information uses GPS-based Automatic Vehicle Location (AVL) technology to track and predict the locations of transit vehicles in real time. This provides information on estimated arrival/departure times, vehicle locations, and service disruption or delay alerts. Once the back-end system has been installed to track vehicles and deliver the data, the information is presented to riders in basically the same ways as schedule information:

- Via transit agency websites
- Via Google Maps
- Via third-party websites developed by AVL vendors (for example, NextBus)
- Via third-party smartphone apps
- Via text messages
- At stations and stops

Smartphone Apps

As the use of smartphones has become more prevalent—and because people using transit are on the move—the ability to obtain schedule and real-time information in a mobile format has increased rapidly. In most cases, transit systems make the GTFS data that they produce for Google Maps and real time data produced by their AVL system publically available for use by third-party developers. Some developers will produce transit system-specific smartphone apps, while others produce apps that provide transit information for systems throughout the country. Beyond the ongoing provision of GTFS data, the development of these apps does not require any involvement by the transit agencies, and transit riders choose their favorite app.

CUSTOMER SERVICE REPRESENTATIVES AND OUTLETS

While many customers will access transit information through the internet, some potential riders, particularly those of an older demographic, prefer to access information over the phone or in person. Current demand response riders in Round Rock can call Star Shuttle to schedule a ride or contact the Transit Coordinator to get more information about services. In addition to these services, the following in-person strategies can help raise awareness of transit services and educate potential riders on how to use the services.

- Transit Center Ambassador: The downtown Round Rock transit center should be staffed during operating hours so that patrons who are parking at the facility or transferring from another service can get their questions answered.
- Travel Training: These programs are developed to help those who are unfamiliar with transit become comfortable with using transit services. Trainers can hold one-on-one or group sessions at locations such as senior centers, schools, and community centers to explain services and provide personalized instructions. These programs are particularly useful in helping patrons who are accustomed to dial-a-ride service become comfortable with using fixed-route services.
- Partnerships: To help distribute information about transit services maps, schedules, and fare information should be made available at social service and community institutions, particularly those that are served by fixed routes. In addition, if monthly or day pass products are offered, retail partnerships should be developed so that they can be purchased at multiple locations In Round Rock this may include the following:
 - Round Rock Public Library
 - Clay Madsen Recreation Center
 - Baca Senior Center
 - Austin Community College-Round Rock
 - H-E-B

RECOMMENDATIONS AND OPPORTUNITIES

The following table indicates recommended steps for the City of Round Rock to take in developing its public information. These are accompanied by opportunities, which are a lower priority than recommended strategies.

Figure 96 Table of Recommendations and Opportunities

Recommendations	Opportunities
Branding	
<ul style="list-style-type: none"> ▪ Create transit service-specific branding (logo and colors) 	<ul style="list-style-type: none"> ▪ Develop branded name for transit (i.e. something other than Round Rock Transit) ▪ Develop service-specific branding for local and commuter routes
Buses and Bus Stops	
<ul style="list-style-type: none"> ▪ Install schedule and map holders at bus stops ▪ Provide printed schedules on-board buses 	<ul style="list-style-type: none"> ▪ Implement on-board stop announcements ▪ Install way finding signage at major stops ▪ Install real-time arrival information at major stops
Online Information	
<ul style="list-style-type: none"> ▪ Build stand alone website including mobile-friendly version ▪ Develop GTFS schedule data for Google trip planner ▪ Create social media presence to provide service updates 	<ul style="list-style-type: none"> ▪ Install AVL system and make real-time information available to third parties (app developers) ▪ Develop app specific for Round Rock transit services
Customer Service Representatives and Outlets	
<ul style="list-style-type: none"> ▪ Develop Travel Training Program ▪ Distribute maps and schedules to local partners 	<ul style="list-style-type: none"> ▪ Staff Downtown Transit Center with transit “ambassador”

APPENDIX A

Online Survey Comments

Round Rock Transit Plan - Final Report
City of Round Rock

Open-ended comments were provided by 434 of the 1,385 survey respondents. Open-ended comments were categorized into the following five groups:

- Support for transit
- Interest for commuter rail
- Limited support for transit
- Against transit
- Other comments

Support for transit

Park-and-Ride Lot near or colocated at Old Settlers Park or Dell Diamond Area with bus or rail service to surrounding downtowns or other transit (rail) service would be desirable
Star Shuttle more availability
Expand existing demand response to Austin, more staff to help with reservations, more availability
Bus service would certainly be great due to the extensive traffic between round rock and south austin. Each trip takes minutes off of my life. Riding the bus to work would not only be the most reasonable but also relaxing of all possible means to get there.
I would welcome an easy way to get into and out of downtown Austin from Round Rock for the purpose of entertainment and restaurants. As such, the time of the "last returning bus" would be critical.
Connections from various parts of Round Rock to Howard station would be PHENOMENAL!
I use a wheelchair. Public transportation would be so much more convenient than CARTS, which is unreliable and so restrictive in traveling time and area.
I would use internal RR transit to Library, Baca Senior Center, and maybe Madsen Center.
I love to take convenient and money saving public transportation if given the opportunity.
go study the metro in Washington, they did it right, not like the silly Austin metro....
Would love to have a transit option to a Metro Rail station, and also down 1431 between 183 and 35.
I live near work and not far from Howard Station, and my trips to Austin and Georgetown are at hours that most buses would not run. I have taken the train several times. My location and work/social life could be very bike-friendly if we had safe routes available--35, Mayes, and 620 are barriers to cycling routes.
I think it is an outrage that the City of Round Rock is refusing to participate in planning Lone Star Rail. This is the height of irresponsibility and bad planning! We need light rail, intercity rail and we need lots of bus service. RR is the largest city in Texas with no bus service. This is awful. I'm considering moving to Austin because I don't want to commute by auto. If RR isn't developing alternatives to auto travel then the city is helping CAUSE these epic fail traffic jams that choke I-35 every weekday.
Have public transportation into Austin would be great!
I am a teacher of handicapped students. Some have driver's licenses but most don't and are limited by the lack of public transportation. Most of the students have working parents or grandparents and are unable to be available to transport them. Also, Star Shuttle is only available on a limited basis between 8:00-5:00 M-F. Many of my students need after school and weekend jobs that do not fit these hours.
I would love to see more transportation offered in the industrial / shopping area's of Round Rock
Any bus services would be acceptable to me as i shall figure out the transfers of necessary
Increased frequency at noon hour to support off-site lunching and noon-time shopping.

Round Rock Transit Plan – Final Report
City of Round Rock

My vehicle is broken down and I need to work. I would like a route to Austin so that I can get a better position.
Please provide options! I would take metro rail if it came to Round Rock. Would be great for work, for visitors, for other trips in the area.
There is a serious lack of transit in this city. Especially for college students.
Although, I work in Round Rock, my spouse doesn't. And it makes our quality of life less than it could be if the cities of Round Rock, Georgetown and Austin (i.e. Williamson and Travis Counties) would work together to provide a master transportation plan to support this growing population. Just widening I-35 is not enough. It would also be a great idea, if the state took some federal funding to hire people to get the work done!
Please implement bus to and from ACC in 78665 zip code area.
We need to revisit RR transit.. something to ease traffic.
Connection with Austin bus and train should be organized.
I like that we have a way to help seniors get around. As I age that will be important to me.
With the City as upstanding as Round Rock and its inevitable growth potential, it is absolute absurdness and insensible that a public transit option has not been provided for its citizens to date.
My husband and I would enjoy being able to get into Austin quickly on the weekends.
Anything express (bus or rail) between Round Rock and Austin would be most welcome, even if it was just limited.
It is a great plan to ease congestion on the road
A park and ride facility is needed in Round Rock. Also, east / west bus service along routes like 620 and 1431 are needed in addition to N / S routes into Austin.
Provide interconnect transit service to rail or express bus service to major regional destinations: downtown Austin, ABI airport (San Antonio, Georgetown, Waco ??)
I have a non-driving teen who would benefit hugely from access to CapMetro , both for work and for access to ACC
The older population has a great need for public transportation.
Need economical transit to connect round rock residential areas with major employers and business parks of austin (nearby Round rock.)
Transportation is needed for my clients to go to work and also job search programs. Public transportation must be reasonable and would help many families to gain self sufficiency.
If a bus came down Sam Bass Road and took me around Round Rock I would use it a lot. But the traffic is HORRIFIC on Sam Bass so I bet it wont....
We need transit options in Round Rock. Please aggressively pursue this. Rail into Austin would be perfect.
We have grown kids that live in South Austin who would ride a commuter train or an express bus to Round Rock.
Our seniors need reliable transportation that they can rely on and not have to wait an hour to be picked up.
I have friends you attend the BACA Center and they would love a local bus service that goes to hospitals and close to doctors as well as the BACA Center.
Would love bus service to the nearest light rail station, I think it's Lakeline, not sure.
I would probably not take the bus to work, but I would be very interested in taking it from home to UT Austin and other downtown locations for leisure activities.
Innecity transportation is what is needed to connect individuals and families to services.
I do not need the service yet but as I age,I will need the service for Dr.appt.grocery and bacca center, etc.

Round Rock Transit Plan – Final Report
City of Round Rock

The only choices now are to be in gridlock and waste a good portion of your time...or, take the toll road and waste a sizable portion of your money. We need more options for the middle class.
Train, light rail, or bus service between Dell Diamond and downtown Austin or North Austin (such as tech ridge area) would be great. Need to have a crosswalk more visible and protected pedestrian crossing signal and traffic light or 4-way stop at CR 117 at Bluffstone for elementary school walkers and bike riders or other pedestrians as well as at Settlers Boulevard at Settlers Park Loop and at Bluffstone at Paloma Lake Boulevard The Paloma Lake developer and/or RRISD need to coordinate with Williamson County to get the bizarre stub completed between CR 117 and Diego Dr. Why does that strange offshoot from Diego Dr near 117 exist but not connect? Also, need sidewalks, shoulders, and standard roadway markings or right of way dedications along 117 near the curve between Marshall and Bluffstone.
Train service from Georgetown to Round Rock to Austin and back would be great.
This is one of the best ideas I have heard! We used to take the bus everywhere in Pittsburgh and it was a wonderful outing for the entire family. Also taking the bus everyday to work save us a lot of money!!
Bus service needed along FM 1325 from Metro Rail Howard Station to SH 45 N @ La Frontera (not safe to walk along FM 1325 w/o sidewalks); cooperation with Capital Metro necessary, even if R.R. does not join.
We would love to go to Austin more but traffic is unbearable. Mass transit would be appealing.
express travel is necessary and needs to be reasonable to afford.
We need a local bus to ACC, Texas State and Texas A and M. We need busing to Austin downtown. It is ridiculous to call the On Demand Bus Service only to be told that you have to have a reservation 2 weeks in advance. That is outlandish. We need bus service to West Round Rock area to the mall. The city of Roseville, CA 95747 has an awesome local bus service. Look at there city busing as a reference.
Some form of transit from round rock to down town austin is a must, ie a park and ride
Round Rock needs to get on board of being a partner on the Greater Austin Metro commuting solution.
A better way to get from Round Rock to down town Austin should be on a to-do list, ie a park and ride
Please create a train station in round rock behind the courthouse and run a commuter train between Round Rock and neighbouring cities
Round rock to cedar park
Not sure how long transit runs, but it shouldn't end at midnight when Austin night life continues until 2am.
The Round Rock area is changing & the traffic problem is going to get more worst so we need some kind of transit to get around in the area & also to curb our traffic problems
I don't own a car at the moment and would like to not depend on friends to drive me places.
Explore some rail or shuttle express between Round Rock and a central Austin location that could link to other buses or services
I think it is long overdue that Round Rock be part of the Capital Metro transportation system. It is shameful that it is not. It is actually a big decision obstacle that we have to think about when buying a house.
I live in the Wells Branch area. I would shop in Round Rock if I could take mass transit there from either Howard station or Tech Ridge.
A park a ride for an express bus from Round Rock to Downtown Austin would be awesome, I also would be in favor of the Lone Star Rail Line
Public transport between Taylor and North Austin would be great!
Local round rock and Round to North Austin transit should be considered.

Round Rock Transit Plan – Final Report
City of Round Rock

It would be nice for seniors not to have to drive to get to shopping i.e.Hesters Crossing LaFronteria etc
If there was transportation to Austin from RR, I would love to use it.
i feel there should be good transit services like in New Jersey or New York.. as traffic is getting worse and worse day by day its very important to have public transport
Would be great to have a bus service to nearby hospitals and park/ride transit hubs
Recently visited Washington D.C. and loved their transit. We need this in our community! Express busses to trains, busses to North Austin. It's vital for the communities.
senior transportation could be the main focus of this
Connecting existing transportation to Dell Campus could have a large impact on minimizing traffic in the Round Rock area as it continues to grow.
The current Star Shuttle service is not enough. They run on limited hours and only during the week. I work with many individuals who want to go to work but are unable to drive and need public transportation services in order to go to work.
Try to have as many efficient stops as you can. Don't forget the Forest Creek area.
I would like to ride a bus (non-stop) from Round Rock to Downtown Austin.... arriving downtown by 6:30 a.m. M-F
round rock need bus routes
Round Rock needs regular bus routes
Round Rock needs to be well connected to Austin, with more than just one route. Routes from Georgetown to Austin through Round Rock are preferred. As with all transit service, more attention needs to be paid to commuters with bikes. The current capacity of busses for bikes is terrible, leaving commuting cyclists stranded and late.
If we have existing transit, perhaps it should be advertised better. If not, we definitely need it.
This is the only place I have ever lived that didn't have at least some local bus service. Oh, having buses does not increase the homeless population. Need routes on Mays, Gattis School, Red Bud, Old Settlers, University Boulevard, Hwy 79, A W Grimes, Chisholm Trail, and Sam Bass.
Safe. Regular transit to various stops in Austin
Low cost public transportation would be helpful. Not every Texan owns a car, drives, or can afford gasoline.
We need some commuter options to get cars off 35
Bus from downtown RR to Dell RR.
Anything to decrease the traffic congestion that already exists will be appreciated. Bus service to ACC/TSU?
I think Round Rock needs some new transit for younger people and employed people that is affordable
We need light rail (!!!), true and safe cycling paths for commuting as well as recreation, and regular bus service
Need public transit options to Austin or light rail stations.
Transit should connect to Austin rail

Round Rock Transit Plan – Final Report
City of Round Rock

<p>I am a teacher with RRISD, I help students find work and transportation to work. My students are severely limited with employment due to lack of transportation options in RR. My students typically work part-time and do a great job while the school district can transport them, but not on holidays and school breaks because their parent(s) both work and cannot take off in the middle of the day to provide transportation. Also my students are limited by lack of transportation and cannot work nights or weekends for the same reason. Another difficulty is the phone system of scheduling and canceling rides. we have left messages that have not been returned or at times call to cancel a ride and cannot get through. Many students have never been able to use Star Shuttle due a lack of driver's/vehicles during peak times of the day and employers are not willing to accommodate Star Shuttle schedules when scheduling students for work. We need more drivers/vehicles during peak times, extended hours daily and on weekends, larger jurisdiction to include neighborhoods not currently served, and route cooperation between Demand Response and MetroAccess. More staff to help with the scheduling would be helpful too.</p>
<p>I work 5 days a week, but Star Shuttle can only pick me up to home 3 days a week. My job coach gives me transportation to work and home when SS can't. I won't have transportation during the summer. I don't want to lose my job.</p>
<p>Some residents in our City need this service and it would be utilized by nonprofits as well.</p>
<p>Just get a transit system in Round Rock. It makes no sense that we have to drive into Austin to catch the rail or bus.</p>
<p>Transit from Round Rock to Cedar Park, transit from Round Rock to Georgetown, local bus service not just CARTS but real bus service. Transit from University Boulevard, (near college campuses) to connecting Austin bus services. Connect Round Rock to Lakeline</p>
<p>Bus service would be a huge help to me, both in reduced costs of driving, and additional time to do other things while riding the bus.</p>
<p>I would like the option to take the bus, or a combination of rail and bus between work and home, especially between the hours of 7a,m, through 7p.m..</p>
<p>The city this size needs bussing. I was just awed by the fact there was non, especially when smaller cities have them.</p>
<p>Economic outlook will improve if there is public transportation in RR</p>
<p>The existing service is unusable in most cases, as it requires advance notice. If Round Rock had dependable public transportation, I would use it for shopping, trips to the library, and so on.</p>
<p>Needs to be more</p>
<p>More transit options that are affordable to use.</p>
<p>We need more transit, to cut down on the traffic. We should also consider transit around our new upcoming downtown as an option to reduce DWIs.</p>
<p>I am a full-time author and researcher. The big use I would make of transit into Austin is UT access for research, and downtown Austin for entertainment.</p>
<p>Wish there were more options for transit from RR to Austin</p>
<p>Round Rock is ten years behind the curve re: public transit. It would benefit me personally immensely and I would use the bus service I hope to see very soon.</p>
<p>need a shuttle with bike racks between la frontera and Howard station please</p>
<p>would like a direct route from Elgin to La Frontera, many shops in the area as well as work and schools, would allow the service to run every day including weekends</p>
<p>There is no existing transit. No parking for transit. Need both.</p>

I have many colleagues that live in Round Rock and work in downtown Austin alongside me. They have expressed

Round Rock Transit Plan – Final Report
City of Round Rock

interest in public transportation from Round Rock to downtown Austin. I believe an express bus with limited stops between Round Rock and Austin would be popular.
I live in Austin and work just outside Round Rock, if there were transit between the two I could use it.
I am definitely in favor of it and would take it if it were convenient (reasonable walk to/from bus stop, reasonable travel time to destination).
If there were anyway to tie it to the cap metro buses and rails so they could work together that would be awesome
Bus or train service is badly needed along the I-35 corridor.
A comfortable clean and safe transportation means from Round Rock to downtown Austin would be nice and to South Austin as well.
Since my work moved from Austin to Round Rock 4 years ago, I have been unable to continue riding the Capital Metro rail or bus. I would be very interested in resuming using these services from Leander.
Need transit from Round Rock to Austin, La Frontera to Round rock, La Frontera to tech ridge and/or austin, etc. Maybe add an annual plan for the Round Rock On Demand and offer discounts for regular users
It's beyond comprehension that there is no public transportation between downtown Austin and this area, and that there no possible safe way to take an Austin city bus and bike the rest of the way.
Huge need! Especially a need to connect to already existing metro rail stops or to get residents into Austin.
Rail connection to metroraild would be beneficial.
consolidate efforts with Capital Metro
start small, only run at peak times. I don't want Round Rock to create anything like the boondoggle that is Capital Metro (excessively taxing Round Rock and obsessing about super expensive (and not cost-effective at all) light rail).
It would have to be quick and meet my schedule needs. Time is very important to me
IH-35 northbound traffic congestion around 3406 and 620 might be relieved through transit service. We live in nw corner of Round Rock; to navigate traffic to/from north Austin & Pflugerville on weekday evenings gets more challenging each month.
Don't just provide bus service within the downtown RR area, make sure to include at least 1 stop at all major subdivisions & hopefully provide a way to get to RR Outlets & Lakeline Mall.
I have three children that have or will attend college, either UT or ACC. Public transportation would be very helpful. When I worked at UT I would have used it too.
Co-ordinate with Austin Cap Metro
The area around 130 toll road is rapidly growing, a express bus service between Round Rock major employers (Dell and Emerson) and a park and ride location near 130 would be great.
Express Bus or Train from Austin to business district (Emerson, Dell).
Round Rock does not have very good public transportation. It would be wonderful if there was quick public transportation to downtown and to UT Austin as that would be a benefit to the all commuters: those who use public transportation and those who drive.
I would love bus service from Parmer/McNeil to Frontera
Need transit 24 hours
As a student who does not have a vehicle and would like to get around the cities, it would be very beneficial to me and anyone that really needs this service.
We need to expand the options to include service from Pflugerville to Austin/UT area too. If we had the train or an express bus, we could attend more downtown activities. The bus station near the greyhound station is too scary to

Round Rock Transit Plan – Final Report
City of Round Rock

ride - the drunks and street people make one feel vulnerable. So planning better routes with increased safety and security is a must.
I feel as a suburb of Austin, RR needs to be more connected with the transit system in Austin. We are no longer a sleepy suburb and traffic is a growing problem between Austin and RR. Be I g connected in transit Susie just makes sense and would be a forward thinking, modern idea for our large, diverse, and growing population.
need to have and hope to see timely & efficient routes soon!
A bus line that did a loop from Howard station to La Fronterra shopping, over to the HEB and back to Howard would be great. Finishing Grand Avenue Parkway from Quick hill Rd to I-35 would help some east/west movement a large amount.
I think a connection with the capmetro system would help me greatly. And others that I know too.
Bus line on 1325 near la fronterra would be great. Also sidewalks so that I could bike to Howard station.
I live in south austin and go to school in round rock. I wish there was a train or bus that connected cap metro to the major locations of round rock
Transportation is needed between Round Rock and Austin
There is a lot of growth and major employers between where CapMetro stops and Round Rock provides service. It is a shame that there are no options.
It would be wonderful to have bus service to and from Austin. I know a lot of people that were unable to work at Pearson when we moved from Howard Lane to Quick Hill because of the lack of public transportation.
there is not transit available in this area which makes it difficult to move around - without a car cannot get work
Austin and Round rock might be two diffent cites but they have overlaping problem that can be solved by working together. I shouldn't have to walk 3 miles from the closest stop to get to work.
EXisting transit is not helful as it does not link to the metro system as well as the city of Austin. An express service would be helpful for those that may want to save on expenses (car & gas).
I welcome a reliable, frequent transit system.
Please connect RR transit with Capital Metro rail
There is none and it's quite disappointing
We need some fast solutions!
I drop my daughter off at daycare on my way to work. It takes about 10 minutes. We strive to leave the house at 6:50a so that I can make it to work by 8a. THIS NEVER HAPPENS. It takes 1:20 to 1:40 minutes to get from my garage at home to my garage at work. I would LOVE a mass transit option that wouldn't have me stuck in my car for such a long period of time.
There are several businesses that are in need of a transportation solution to connect to Austin and other parts of the area to allow employees reliable public trasnportation
I cannot drive due to serious back problems. I dont earn enough to afford a taxi it is really hard when I do not have a ride to get to work in Round Rock. I would be very grateful if there was a bus connecting austin and RR. Thanks.
Connecting to the current Austin lines are a must for our city. Looking at what has worked for Cap Metro and trying to build a better system to join in with them will be essential for the future growth of this city and its workers.
Good transit system a must for Round Rock

It would be great to have speedy transit options that avoid traffic congestion from Round Rock into Austin for work. A regular bus route around Round Rock would also be beneficial, especially as our low-income population grows

Round Rock Transit Plan – Final Report
City of Round Rock

due to increasing affordability issues in Austin.
I live just outside the Round Rock western city limits, in the Fern Bluff MUD. I want to be able to use a RR city bus to go to HEB at O'Connor and RM 620, and into town. I want a bus that serves Wyoming Springs->Bridgewater->Great Oaks->Sam Bass Road going into downtown RR. kids need to be able to get to the high school and home on a bus. I want to be able to take a RR city bus to Howard Station->MetroRail->downtown Austin. I also want to be able to take a RR city bus to Tech Ridge->CapMetro bus->other Austin destinations. The current situation with RR being the largest city in Texas with no scheduled bus service is unacceptable.
We need mass transit. I have children in college that would use it.
would love to use public transportation within round rock and to be able to get between round rock/austin/cedar park. i go into austin several days a week, have to go to rail station before i can use austin public transportation. it's difficult living in round rock and not have personal transportation and depend on public transportation.
There is a huge gap in service for persons needing transportation to and from doctor appointments, along with a need to provide some sort of service to allow persons to pick up medications at pharmacies.
Need help to get to dr appts
I would like to have access to Austin via public transportation.
would like to see a connection route that leads me to Samsung.
Stops at shopping centers important
I think RR should build a transit plan that "bolt's onto" Cap Metro at Techridge. Then Cap Metro should build a dedicated BRT route from Tech Ridge via Cameron Rd via downtown using the Project Connect Highland to Grove route then via deep south Austin via Montopolis Dr. With this setup RR residents could get all the way to the southern edge of Cap Metro boundary in rush hour in less than an hour.
I was so excited when I heard about the transit in round rock. I have a vision problem and can't drive as well so the transit would help out so much.
I would like a transit system in Round Rock because I do not drive because of epilepsy. I would like the bus to go to well-trafficked places and at a good time schedule. I would ride the bus approximately two three times a week hoping to make several stops. Some of the places I would go to would be the grocery store and a rehab facility. I would also hope that the bus system would work on the weekends and maybe past 5:00p.m.
Our daughter rides CapMetro a lot. A good route to Round Rock would be great. She has also ridden the train from the Lakeline area. The train would be a nice addition as well. Our grandson rode Amtrak from Taylor to Fort Worth. Even though his train was delayed for 5 hours he would ride the train again. A station in Round Rock would be best.
We need it
RR is recognized nationally as a desirable place to live. With the population growth, we risk tarnishing the reputation and quality of life by not having a public transportation commensurate with a city of this size
We the people need public transit all through out Round Rock. I am 6 months pregnant and I don't always have a ride to Round Rock Hospital where my doctor appointments are at. If Round Rock had Capital Metro routes integrated through out all of Round Rock it would really help me and many people living here in Round Rock.
need bus service in RR
I've lived in RR for 13 years, it amazes me that public transit in Round Rock and to connect Round Rock to Austin has not made much improvement
I can't consider jobs in South Austin due to traffic. If I could work from a bus/train I would consider it.
I would be thrilled with service that extends into evening hours so folks could have a drink with dinner out safely.
Either bus or rail link from Round Rock to existing rail into Austin.

Round Rock Transit Plan – Final Report
City of Round Rock

I would like to move here to be closer to my daughter, but cannot because the lack of transportation, I do not want to be dependent on her.
We desperately need public transportation. I talk to students every day that ask about public transportation. I hope to retire soon and getting older, don't know if I can continue to drive in this terrible and fast pace traffic. Please plan to do something to help.
Please commute through downtown Round Rock, as we'll connect us to Austin.
Yes I will like to have a good public service in round rock ,so it can been able to go from point a to point b between campuses.
RR needs to accomodate and take into consideration the citizens that work OUTSIDE of the city. It's my understand RR govt officials never want to work with Austin to improve traffic or provide transit options. 8 yeast ago I was willing to move to RR because it was only a 20-30 minute drive - now it takes me an hour! Keeping RR residents will be key. Please stop ignoring this tgat work outside of the city. We need better options to get to Austin.
Need transit connections for our family to Tech Ridge Park n Ride from Round Rock, longer hours of service plus weekends for on demand bus service in RR. Bus to Austin from RR would be great too (for service during week days and weekends extending beyond business hours).
I love Metrorail and take it whenever I need to go into Austin, if possible. I would definitely ride local buses if they would pick up close to home (west Round Rock at Sam Bass and Hollow Tree Boulevard) or work. I love public transit and think it's definitely time to take more action on this to better serve our community. Thank you so much!
We need more transit options between Williamson Co. towns, like RR and Georgetown, and Austin!
Work with CapMetro system and encourage CapMetro Rail to extend hours
Destination points in RR should include Mays Street, La Fontera (all four points of I3&xl45) and Hesters Crossing
There is no other option for people like me who dont own cars. I wish there was a cheaper alternative.
It would be beneficial for Round Rock to either have a commuter bus route of its own, or connect to Capital Metro Transit hubs located on the East Side, in North Austin and in West Austin.
I LOVE Round Rock just as it is but, having public transit available will make me love Round Rock that much more!
Is there any chance of getting a public transportation hub at Hwy 79 & Grimes? And improving pedestrian safety along Hwy 79? I see people walking from as far as Red Bud Lane to I-35, mostly HEB employees or customers.
Make it free or ultra cheap to ride. Do NOT price yourself out of a customer due to wanting to get as much out of the fare as you can. Make it cheaper than driving a car.
We need affordable bus service between Round Rock and Austin
Many jobs have fallen within Round Rock and Pflugerville. But I do not have my own transportation. Public transport would be most helpful. Thank you. Burnet/Quick Hill Road
I would like the option of public transportation to work so that my young drivers could have the car for summer and after school activities so there wouldn't be so many demands on my time for transportation purposes. I can't afford another vehicle and transporting kids in traffic places great demands on my time and limits some of my employment options.
We've needed and I've suggested (hoped for) a bus or buses connecting Round Rock and Austin forever!
Act on the idea of increasing frequency of rail times, especially during rush hours (4-7 PM).

Interest for commuter rail

Need expanded metrorail to Round Rock
Trains, not buses.
Why doesn't Round Rock have a Metro Rail stop?
A rail option would be well-utilized
Bring the metro rail to round rock
we need a metrorail on the east side of 35
Light rail in round Rock is desired
I would love to see a Metro Rail connecting Round Rock to Austin
Would use a train over a bus
Expand light rail evening & weekend light rail. Add service
Would like more light rail, esp from G'town or RRock to airport, even if I have to change lines. Would like more bike friendly access points, esp from G'town or RRock to south Austin
Are commuter trains to connect to Austin trains in consideration?
I would like to see metro rail options from round rock to austin.
Pursue additional rail options. Do not wait 10 years to expand the rail service. Do it without Austin if need be since they obviously are scared to be progressive.
Rail between round rock and Austin would be a bonus
I'd love a train to go from Round Rock to Austin!
Would love to see cap metro rail station in Round Rock
Passenger rail IS the way to go to relieve the congestion between Round Rock and Austin and San Antonio. I would support passenger rail to the Dallas/Ft Worth area.
have used the train into Austin. Would do so more but parking at Howard Lane is a real problem.
Please extend metro-rail hours.
Would be nice to have a train the connects to the Metro Rail.
Cap Metro Rail!
We need a rail system to run through Round Rock.
A light rail would be nice.
We would love rail from Avery Center to downtown Austin and access to san antonio
We really need a train station here or some way to get to Austin besides driving. It is obvious that the infrastructure was not designed to handle the traffic on I-35 or Mopac to go to Austin from here. I have lived and visited other cities and most of them have an amazing transit system available for multiple connecting cities that is very inexpensive as well.
Make a rail between highland mall and the airport. Don't shortchange it 2mi from the airport. Don't let taxi companies lobby you out of responsible infrastructure.
Would love to see themetro rail come to east Round Rock
Can we extend CapMetro Rail service into Round Rock? That would help immensely.
Rail station would be perfect Downtown RR
Subway systems are The Best
I think Round Rock should partner with the Cap Metro train project which would allow Round Rock residents to ride the train into Austin for work, personal business, recreation as well as cultural and art excursions.
rail access to Austin and Georgetown would be ideal.
Commuter train service to Austin would be great for work transportation and safe late night entertainment!

Round Rock Transit Plan – Final Report
City of Round Rock

More metro rail stations in round rock to Austin. More times for metro rail into/from Austin.
We need rail!
A train connecting to downtown would be the best possible option because I have young children and that is easier than multiple stops.
Rail service would be more efficient and not contribute to highway traffic
Light rail much preferred to bus
Rail
I would love to see the metrorail or express bus service link between Georgetown and North Austin Medical Center
Increase rail service to surrounding areas
let's get rail in here. All long term planning in any urban/rural dwelling/workplaces will eventually need it. Why not do it now while we have the space.
Train.... What happened to our gondola ideas?
I'm so glad the city is pre planning for our future. With the continuous growth of Round Rock/ Austin, I would love to see a monorail system. Something on its own track. I enjoy Georgetown to Austin, and everything in between. Thank you!
Rail!
I would love to see light rail to Austin. I miss the DART in Dallas, it is amazing.
Our roadways are very congested. A solution that only focuses on traditional transportation is not viable. We need a rail system
Train service from DFW to Austin to San Antonio. Train service from Georgetown to RR, downtown Austin, South Austin, Crestview, Rosedale, Zilker.
We need a rail system not more buses.
Metro rail service to Austin would be preferable.
I think the City of Round Rock should consider Rail transit to downtown Austin. It will help improve mobility for the City. Using the existing 79 rail line system from Hutto through Round Rock to the Howard Station could make Downtown Round Rock a prime Hub for urban entertainment and dining for the East side of I-35.
Would love more metro rail options or evening bus routes. Especially ones that would link downtown RR with the suburbs. Would be great to be able to drink in RR and take rail/bus home.
Rail system is the way to go
Train service into Austin!
Would love to have train service from round rock to south Austin
Would love rail service from RR to Austin
A track train stop in rr by dell diamond
We have a perfect location for a rail system, including land downtown that was recently purchased by the city.

Limited support for transit

No matter what the City does it will cost the citizens money to run the program. If we get in involved with the idiots in austin it will cost the citizens even more. Been here nearly 45 years and have never seen any "transit" system work long term for us. Good luck...again.
Most transit systems seem to primarily serve downtown Austin, a location I rarely need to visit, and do not go where I want to go. I miss the Dillo system for downtown travel. The bus schedules & routes are complex, not easy to negotiate. If the public transit route is too complicated, I'll just drive my car. It's crazy to require a smart phone to figure out a transit route - many people cannot afford one.
transit depends on times and locations available. we would use only occasionally
Any terminus would need to be within walking distance (1 mile) from my home.
I would love to use MetroRail, except the train is too packed in the morning. I have a 4 year old son I commute with into Austin, and it's impossible for me to ride with him and our gear into town during peak hours.
I don't think that bus transit is the answer to our traffic congestion. People will never use buses the way they do metro rail in other cities. The Washington, D.C. metro is a good example of a form of transit that links the city with surrounding suburbs. Public transportation is a long-term investment, not a short-term fix.
All options must be tied in to linking with major Austin transit hubs
Transit service must arrive earlier.
Must be reliable and run in time
Make it efficient and convenient.
Keep it at a minimum as it is very costly for all while serving a tiny % of the citizens. This is true for all jurisdictions in all of America.
When I lived in DC I only used Public Transportation, however, driving here is more convenient, so I would find it difficult to switch.
There are numerous people who live in my area where the van pool would be an option but due to varied schedules or child care issues, this has not been an option for me.
Since I live and work in the same zip code, my commute is already short (~10 mins). I would probably only take public transportation regularly if my commute were about the same, though I would take it regardless if my car was unavailable for some reason (in the shop, etc).
If there was an easier way to get from leander or cedar park into round rock to my campus I would be estate but the current railway goes far past it and buses don't stop near it to my knowledge
I would use it if it were available and affordable.
I wouldn't mind having public transit within the city and maybe to Austin, but I personally wouldn't use it. It would be a good backup if a car were unavailable.
Needs to be able to break even and not be run at a loss to taxpayers.

Against transit

Build better roads. Avoid transit systems that are subsidized by those who will not use or benefit from them.
Let private enterprise handle transportation - keep the City of Round Rock out of it.
Offer viable alternatives to current public transportation. Work with TXDOT to provide free tolls on 130 for extended use that would avoid congested areas of I35, offer free tolls to large vehicles like semis, and other transient vehicles where the current tolls are cost prohibitive for long distances and I35 is the only option through this area to other destinations. Partner with other suburbs (Cedar Park, Georgetown, Leander, Pflugerville, etc. to create incentives for large businesses or office parks to be built to provide employment opportunities other than Austin which would ease traffic congestion on the main highways. These incentives and partnerships would be a win for all sides as the cost would be considerably less than any current proposed solution for traffic issues. Think outside the box for traffic solutions-if Elon Musk can propose ideas for high-speed solutions it should open up opportunities for the community to brainstorm ideas.
Please continue to invest in improving roads, trails and bicycle access to Round Rock parks. Public transit options do not work for young families!
keep all buses out of Round Rock
Do not need additional transit facilities in Round Rock to destroy the streets, get in the way and provide smelly pollution. Haven't you already been to Austin?
spend my tax dollars on building roads instead.
Too many empty bus seats. Look at not having buses and use some type of taxi voucher system.
Improve our roads. Do not waste money on transit.
public transit reduces home values. I would prefer to keep it out of Round Rock
Unless gas is \$5 a gallon, it's a waste of money because people won't take it.
Don't think our city needs public transit.
Nobody will ride
I'm not in favor of subsidized transit.
Transit is not going to improve traffic on I35 it will just add to it. People in Round Rock & really central Texas overall do not use transit. Just look at how empty the trains are every day going into Austin. Please do not waste time & resources on this
I love my cars
I'm afraid that the bus would still be stuck in congested traffic, and quite frankly I would rather be stuck in congestion by myself than with strangers. Riding transit on the surface streets is not the same as a dedicated rail system.
I would not consider taking any type of transit around Round Rock or to Austin.
Public transit in Round Rock iWork's be a waste of public money like light rail. Cap Metro, or those pulling the strings, are getting fat on taxpayer \$ and it's a crime.
Please don't waste any more of our hard earned tax dollars on public transit.
Public transportation is a waste of money. I see the light rail running all the time with no one on board and the same for buses. Don't waste any money on this, rather improve traffic flow for cars.
I think it's a waste of money. I'd rather spend our tax dollars on road improvements, traffic flow pattern improvement, safety improvements.
Absolutely no RAIL!!!
Forget it, a transit subsidy will be required because Round Rock is spread over a large area and will be a cost required to be burden by the tax payees.
Austin Transit is over priced and under utilized for what it cost to put in. Please do not emulate them.
Transients/homeless people will have access to Round Rock by bus. We do not want street beggars loitering around Round Rock.
I don't want transit from Austin into Round Rock. I don't want homeless people and criminals to have a way into our city.

Round Rock Transit Plan – Final Report
City of Round Rock

I don't think we need to make any changes to our transit system. Texas has terrific highway/road infrastructure already. There's no need to spend further tax payer dollars on additional transit. Thanks for asking.
i've been a resident for over 10 years and i believe there is zero need for this type of boondoggle.
I'd let private sector deal with transit, not a government.
If trains are being considered and are approved I will move out of Round Rock altogether
I don't think we need bus service in Round Rock
Public transit is a waste of taxpayer dollars!
Never use it
I do not want Round Rock to e part of Capital Metro. My tax dollars are better spent in Round Rock and for Round Rock,
transit is not convenient enough to meet my needs.
Round Rock is a suburban area and the assumption is you need a car. Bus systems are so unreliable, this is not an option. Please don't waste my tax dollars on these projects.
Unless you can separate a Texan from his/her car, I don't see much benefit nor, more importantly, financial benefit to the city or county. We like our cars and trucks. We like driving them. Unless the alternative is too convenient to dismiss - as in door to door, not couple of blocks to couple of blocks, I don't see it working. Factor in the weather. I'm not going to stand in the heat waiting for transportation when I could be on my way home in my air conditioned car. As a female I am definitely not going to stand there and feel my makeup running down my face while waiting for public transportation. And I don't feel like hauling my makeup and putting it on at work. I think a majority of people think this way. If you think it will be advantageous to students, fine, just don't sell it as benefiting the city. Say up front that this is for students at UT or Georgetown or wherever. I think a good deal of resistance is in either seeing how it will be CONVENIENT for them, how it will hit their pocketbook, and what group will really be using the transportation. I
I see no reason to have it.
I have to pick up my child at school which makes it impossible to use mass transit.
Not needed in round rock
A public bus system brings in problems. I am from an area that is overwhelmed with homeless and/or criminals because of public transportation. Round Rock is a wonderful place to live because we don't have or want such issues. Please keep a large public transportation option off the table. Maybe we can have more 'on demand' buses for those in need.

Other comments

Stop red light camera
Preception is that the focus is to and from central business districts and less on providing connections between outlying points
Housing development should build roads or plan for roads before they build.
i didn't know Round Rock had transit
Toll road 45 works for me but is getting expensive
More Elevated Limited Access Roads
Foot bridges over 620 and 35
Add HOV lanes for high traffic 4lanes and remove tolls for trucks over 20000lbs so I-130 can be used
Do not close any roads or lanes on roads for mass transit.
Please make getting to downtown Round Rock more bike accessible! I would like to be able to ride my bike across I-35 and 620 to get to Main Street and Veteran's Park, but there is no safe place to do it.
I am very concerned about the traffic flow between those of us who live north of Brusy Creek Road. We we originally moved here 17 years ago we were promised Wyoming Springs would be extended North. Now there is a salamander?! Can't it be moved. If not we are seriously going to sit and polite the air for who knows how many extra hours a year waiting in traffic for a salamander! The traffic up here is awful. It is very difficult for my kids to get to the high school. We need relief NOW!
Too far away
Traffic is terrible in Round Rock! I35 and the toll roads were not thought through. Back-ups all week long including the weekends!
I'd love to see RR look at real innovative ways to connect into Georgetown and Austin. The Wire is the coolest idea I've seen. And it would be amazing for RR to kick it off. Maybe even establish some jobs around it and the potential is has up and down the 35 corridor.
Suggest bicycle paths paralleling 620 and I-35 frontage roads within Round Rock city limits. Bicycles are inexpensive, healthy, and pollution free. Safe paths would encourage their use, and limit to some small degree the number of cars on the road.
Honestly do not know much about it
Round rock high planing is inept at traffic control. They built basically new school, but either did not consider their plans as they would effect traffic. The whole school board should be held accountable as well as anyone else who did not have incite into dropping off and picking up about 1000 kids.
Adequate parking, as much covered areas for safe walking to the transit system
Buses must by definition travel through traffic, trains/metro rail doesn't and thus is generally at least more consistent if not faster. The biggest problem with MetroRail is the lack of hours of operation.
Fix the light at McNeil and Cr172 so that it flashes when the train crossing gates are down.
No more increase in property taxes please
If there is a bus or train plan, PLEASE account for all costs and be upfront with the taxpayers. This includes future pension payments. I see what is happening in other states, and I don't know if we are learning the lessons of being accountable.
Trying to get to 45 is a nightmare. One morning it took me 20 minutes from my house to the toll road.
We need to lower our tax rate not expand bus lanes
Need to push for faster execution of the no horn blowing on RR thru RR.
We would benefit from a masterplanned train station area--not like Cedar Park's, like Boston/Somerville with walkpaths to the station but better with dense housing nearby and restaurant/office etc interspersed. make the parking blocks away too so you have pedestrians all around the station to support businesses.
I am unaware of any existing transit.

Round Rock Transit Plan – Final Report
City of Round Rock

Aerial "skylifts" are quite appealing for movement around Round Rock. If designed like a subway with connecting stations, I think they could effectively move a lot of people.
Do not close the McNeil exit or Hwy 79
If I have to drive halfway to my destination (i.e. the Park-and-Ride just south of Howard) I may as well drive the entire way. I'm not saving on the cost or time of my trip.
put in silent crossings along McNeil between I 35 and Mopac
The stop lights in round rock are not in tune. take 3 lights to get though 620 and the 35 off ramp. we dont need any more buses in this town.
Access to my neighborhood to/from I-35, 45 & MoPac is increasingly difficult. I used to have to wait at one light to get on all major roads, but now the minimum is 2 or 3.
build roads before they are needed. See Orlando Florida
Create a subway system otherwise the city, to include Austin, will reach a critical mass and can no longer support the people moving to the area.
The more public transit you provide in RR, it would attract people to move here; for example, from the RR campus off of university to downtown Austin, to the RR outlets, etc.
how much is the fare?
fix stoplights - improve synchronization slow down traffic in neighborhoods (more police) add bus lines in eastern round rock for kids back and forth to high schools (Cedar Ridge) Improve bike lanes - add bike lanes work on light rail option to connect to airport and downtown
More hike and bike trails
Desperately need lighted pedestrian crosswalk at intersection of CR 117 & Bluffstone Dr as well as either ideally traffic light or 4 way stop sign at that intersection. Need to get the right of way into compliance at the curve on CR 117 between Red Bud and Bluffstone as well as sidewalks and curbs/shoulders along that part of CR 117 between Paloma Lake Subdivision and Settlers Part Subdivisions. Someone appears to have made an odd amnesty determination in connection with a plat vacation and re subdivision or replat of Estates at Settlers Park (Part 4?) that perhaps erroneously allowed the developer to kick the can down the road on providing standardized ROW dedication and sidewalks in that area and led to a dangerous and confusing incongruity in the ROW and fence line on the Settlers Park Subdivision side of CR 117. Also, CORR (city of Round Rock) perhaps in interlocal with Williamson County and/or RRISD should try to acquire (and perhaps temporarily lease back or acquire future ownership rights to) that ~5 acre parcel along CR 117 between Settlers Park Subdivision and Paloma Lake Subdivision to dedicate for public use as parkland, recreational/educational or cultural space -- such as to preserve for an organic urban farming or community garden program or as outdoor classrooms or use for school 4-H or FFA programs or an edible landscape or orchard exhibit or other progressive pocket park (like a local farmers market). The land is not currently zoned and the surrounding areas are rapidly densifying and developing. Because the road is in county jurisdiction but immediately adjacent to the city and abuts a public school which city residents, it is at special risk for troublesome private commercial development with hazardous impacts and consequences because of the location of the curve in the roadway with no pavement markers, no sidewalks, no shoulders, and no barriers between directions of travel. As Paloma Lake continues to rapidly develop and traffic rapidly increases along the roadway, CORR should actively pursue acquisition of the entire ~5 acre parcel for dedicated green space or public/parkland use and limit development other than safety and pedestrian supportive improvements to the adjacent roadway/ROW. There also needs to be an activated flashing/lighted pedestrian crosswalk at Settlers Park Loop at Settlers Boulevard for safer access to the park for pedestrians who reside in the various settlers Park subdivisions. That way fewer people will have to drive to the park only to safely walk or bike ride. It would be great to see sidewalks between Settlers Boulevard and the Old Settlers Park so it would be more pedestrian friendly for children and other park users as well as the environment. Currently there is no safe pedestrian access from 79 or Settlers Boulevard to Rock'n'River. It's a shame to come to the park only to have to drive to Rock'n'River or the lake
In my opinion, Round Rock should utilize the old railroad right of way for a new transit center from downtown Round Rock to the new university campuses. This would allow a user friendly, carless, access from the university to other parts of our little city.
Existing is fairly non existent

Round Rock Transit Plan – Final Report
City of Round Rock

Tried the existing transit one week when I had no aid to get to school. I have a disability and cannot drive. Existing transit arrived 15 minutes early, and left 10 minutes before I was due to arrive. I missed class and had to pay for a taxi the whole week. The current transit is not useful, and is constantly booked.
Please put in the 45 to I35 South flyover!!!!!!
gondolas!
Please consider upgrading the train crossing gate on 172 by McNeil Road I have seen multiple times where people drive around the gates.
No good public transport for students/staff that need to commute to the UT campus.
Northbound/Southbound traffic has little options in the I35 / 620 area creating a daily bottleneck. Toll road 130 was placed too far to the east to be a practical alternative.
I'm an avid commuter cyclist and that drives my transit decisions.
The streets in Round Rock are terrible and transit needs to be put on hold and use the funds to fix the local streets in Round Rock
Are the flyovers from 35 North heading east ever going to happen? The fact that traffic that wants to go East cannot enter the toll road until after AW Grimes makes no sense. The same applies to traffic that want to go 35 south.
Westbound 45 frontage is crazy in the morning
More bike lanes please, especially on FM 620 and FM 1325 (N Burnet).
Student fare prices
Student discounts
From what I know, it's pretty much non existent in round orck
We need public transit and we need to make the "sports capital" MUCH more walkable and bike friendly. My own neighborhood has a walkability score of 7 (out of 100.)
Air gondolas would be nice
pass for retired people
It'd be great to have bike access to bus and train stations.
Round Rock is like a parking lot on 1-35 even on weekend. i45 funnels everything right to I-35 and increases major traffic build ups. Thousand of cars from 130/45 end up on a stretch of 3 or 4 miles right in the main part of Round Rock. For commuter's into Austin its horrible almost every day.
Please also look at a voucher program for taxi/uber/lyft service. Start up/long term costs would be much less than standard fixed route transit service. Used successfully in other mid-sized cities.
When in the 45 frontage road going to be completed from Donnell to Heatherwilde?? Going thru the neighborhood is inconvenient and not fair to the residents there.
Red bud & 79 TO LAKELINE
Between round rock and lakeline
Better access to information about local transit options, including intra-city (Dallas, Austin, Houston)
I think everyone's concern about public transit is largely tied to the potential connection of increasing crime.
I keep hearing from some residents who do not have vehicles that they have no way to get to work. These are able bodied citizens who need jobs.
Transportation has to be reasonably priced (\$2 to about \$6 to go to Austin from Georgetown)
there really isnt anything in round rock
Please do not buy into Austins obsession with rail transport. It is not feasible. I have lived overseas and enjoyed trains and the Tube, but this is Austin, TX - a reliable and useful bus service is the best solution for everyone.
The greater metro area needs a comprehensive transit plan. I understand that Cap Metro has a history where it has been poorly ran. If Pflugerville, Round Rock, Georgetown, and Cedar Park were to join along with Leander, Lago Vista etc. then maybe the combined population could create enough weight to effect change in Cap Metro which is very Austin centric at this time. Cap Metro is still the area's largest transit system. It makes more sense to join and attempt to effect change and fix issues, than to build separate piecemeal solutions city by city. Before my company relocated to Round Rock from Austin, I was a regular user of Cap Metro.

Round Rock Transit Plan – Final Report
City of Round Rock

<p>Why did you not continue the turn lane on Gattis between Silver Leaf and Red Bud? It is dangerous to turn in our out of the heavily traveled businesses in that area. And you have a dangerous turn for Dazzle on Gattis. And all of Gattis is too narrow to be the high speed limit it is. And the transit separation between the University area (HEB Plus, the Hospitals, the Higher Ed center, the retail centers) and the rest of Round Rock...they might as well be separate towns. Need transit options between the two. Bike lanes and sidewalks would help a lot.</p>
<p>Traffic lights should be installed and road lanes expanded before building (or during the building of) new developments with 100s of homes. It is dangerous and time consuming for Round Rock residents to try to fight through traffic on roads that were not built to handle the amount of residents that currently live in the area. Also, the protected left on green lights are terrible. It is so confusing to have that system on some lights and not on others.</p>
<p>We need to complete the Wyoming Springs connection across Brushy Creek to ease congestion between 620 and 1431.</p>
<p>drive from Cedar Park, use the toll every day would like to save money spent on toll</p>
<p>Yes, get as many trucks off of I -35 as possible by allowing to use Toll 130 free of charge to increase highway safety.</p>
<p>I'd like to be able to cycle safely from the capital metro train station to my office.</p>
<p>carpools</p>
<p>I would like a more reliable system.</p>
<p>Where public transportation information available to people besides searching the internet?</p>
<p>I have looked at biking from Howard Station but the roads are very dangerous. No side walks or bike lanes. Even this would help.</p>
<p>What plans do you have for self driving cars? This has the potential to double the number of cars that can use existing roadways because self driving cars do not need as much space between cars as humans do.</p>
<p>In my opinion car pool lanes would help.</p>
<p>Add two lanes to IH35 and make them toll. Allow semis to use 130 for free to take some of them off of IH35. IH35 has become a nightmare to drive to work on. Slow and dangerous all at the same time.</p>
<p>Extending I-45 all the way to 71 in Lakeway is a requirement to handle the massive amount of traffic we currently have. Short term, sync up the lights on 620 with the speed limit.</p>
<p>There is no public transportation towards Round Rock from RR620</p>
<p>Look at Atlanta and DC. They got it right. I've lived in both cities and actively used public transportation</p>
<p>Helps is buses run late too</p>
<p>It should be fast, which is best accomplished by having dedicated lanes and few stops. Existing transit service takes 3 times as long as a car trip, which makes it hard to justify using transit.</p>
<p>The traffic in Round Rock/Austin is terrible with so many exits availalbe and with all the semi-trucks. I suggest we invest in our infrastructure by using the metro. Many cities use the subways to combat traffic and help with commuting. The less cars on the road the better as there are already too many accidents daily.</p>
<p>THERE IS NONE. I have to ride my bike with ALL of my school supplies and computer from the Howard station. HARD commute.</p>
<p>It is difficult to travel by public transportation between Round Rock and Austin.</p>
<p>This city is in dire need of more sidewalks. McNeil Road must have clear and safe ways to be crossed. Currently it does not and it is just a matter of time before someone is injured or killed because of the lack of proper crosswalks on McNeil Road.</p>
<p>Star Shuttle has friendly drivers, but their dispatch unit has been short-handed since one person went on medical leave. Consequently it has been extremely difficult getting through and getting calls returned.</p>
<p>Must be economical and be only blocks from the destination</p>
<p>Bike lanes would be lovely. My husband would love to take the train to work, and I would love to use it with the kids.</p>
<p>Improve I35 near Hester crossing. The ramps are a cluster</p>
<p>Bus passes for the day, week, month or year. Available discounts for college students or working high school students.</p>

Round Rock Transit Plan – Final Report
City of Round Rock

1. Please look into the transit patterns people would LIKE to have, rather than their current patterns, which are based around the options available. 2. Please PLEASE make it so that people can get to and from their house to the grocery store without walking 2 miles to a bus stop. If the stops are not walkable, no one will take the bus, even if it's available.
Anything you can do so I don't have to pay \$90 a month to the toll road monsters.
If RR really wants to be "Sports Capitol of Texas", WE NEED BIKE LANES & BIKE INFRASTRUCTURE!! Also need walking infrastructure.
Very Very Very difficult to commute by bike between Austin and Round Rock. I commute via bike 1 - 3X per week during the summer.
Would like to see more striped off bike lanes in RR. Paint is cheap.
thanks for you consideration.
More bike lanes
Move forward now with the bus transit portions in the North Corridor Plan of Project Connect in Williamson and Travis counties.
Regional transit now is stalled by lack of options. Freeways and streets are the only ways to get anywhere. Round Rock is greatly affected by its position in the Greater Austin area.
I read some studies about public transportation and it seems like most people support it but not very many people actually use it. If Round Rock proceeds with a plan, I hope everyone considers the actual usage vs. the cost and most importantly the future maintenance. Here is the article I am referring too: http://www.citylab.com/commute/2014/09/if-so-many-people-support-mass-transit-why-do-so-few-ride/380570/
What existing transit???? If you live in StoneOak, Mayfield Ranch, etc. there is not any service.
Round rock needs north /south roads that have regional connections. There a no north/south roads west of ih35 that connect with austin/Travis county from 620. The city of round rock's infrastructure was so poorly planned that I doubt any public transit will be effective.
Maybe the city could subsidize ride sharing platforms like Uber/Lyft for needy citizens.
I have tried to find alternative ways to work from RR but everything is too expensive.
Round Rock needs more sidewalks
Make highway 79 wider. Make the frontage road for 79 Northbound more than 1 lane each way. Have the light system better regulated after Express Games.
Is bus rapid transit a possibility?
Redbud and Gattis School Road Intersection. Significant traffic- needs revamping. Intersection of 79 and AW Grimes- north/south - regular and 2 left turn arrow lights ALL need to turn green at the same time. Very confusing causing traffic issues.
There is no transportation that gets me even near my place of work. North mopac is desolated regarding public transportation.

APPENDIX B

Interactive Survey Comments

Open-ended comments were provided by 182 of the 542 survey respondents. Open-ended comments were categorized into the following five groups:

- Support for transit
- Interest for commuter rail
- Limited support for transit
- Against transit
- Other comments

Support for transit

As someone who has recently moved to Round Rock from Austin due to housing prices, I would deeply appreciate the means to get to Austin proper on a regular basis without having to contribute to the already dreadful congestion on I-35. That there is literally no way to connect up to any of the Cedar Park or Wells Branch Metro stations (via a commuter bus, rail or even CARTS) is highly disappointing. The availability of decent connections will deeply determine if we remain in the Round Rock area or sell our home in the future to go to Cedar Park or elsewhere.
When I lived in Denver, I didn't even have a car. There was always an Express bus that could get me from home to work and back home after work. I work at Tech Ridge, so would personally love the option to take the bus to work.
Bus service to ACC and other local colleges as well as to local shopping malls and grocery stores would be very helpful.
Can we get a bus service like Cap Metro that Round Rock could merge with them but also has all the local stops like Austin does.
I live in RR and work in downtown Austin. Currently I drive to Lakeline Park and Ride to catch the train or bus. I would definitely utilize the transit system.
I would like to see a bus into Austin, not only daily, but during evenings and weekends.
We definitely need various bus services to diminish car traffic and to provide good alternatives to cars for local shopping, dining, entertaining. Guests also would like this.
Express bus service down MoPac is long overdue.
I commute to downtown Austin and would love an express bus from Round Rock to take me there. I have used the Tech Ridge express bus and liked it very much when I lived near there.
I would like for Round Rock to have a really good bus service, similar to the way the bus service was in Austin in the 1970's.
Round Rock could do better than the City of Austin by integrating buses with cycling, by providing space for more than two bicycles on each bus. And by providing bike racks at bus stops, at least major ones.
There are so many people in Round Rock traveling to work downtown. Round Rock really needs a commuter bus to and from downtown Austin.
I think the city needs a bus service like Cap Metro. A service that will take you or pick you up anywhere you are in the city. I know someone who rode Cap Metro. He bought a bus ticket for \$2.00 that let him ride Cap Metro all day.
I live in Round Rock off Hester's Crossing and drive to the Capitol Metro Tech Ridge station to ride into Austin on their Express Bus, #935. It would be nice to be able to get on the bus in Round Rock and connect to it.
I'd love a bus service that went to the Tech Ridge area, and I'd love one that went to downtown Austin.
I think there are people who have transportation needs. Getting to groceries, malls, some local jobs. Where I was raised streetcar and bus line where viable for a period of time. They all closed down as the cost to ride became unupportable.

Round Rock Transit Plan – Final Report
City of Round Rock

Bus service can help when our car is in the shop. Also elderly may like to use it to get to and from stores/drs.
Daughter is handicapped and works at Walmart - she uses STAR 4 days per week, a bus service would be much easier for her to get to work
Honestly, just a bus system that went around Round Rock would greatly improve the city
Would appreciate a feeder route from the Outlet Mall to Howard Metrorail station or down 1431 to Lakeline Station.
I'd really like Round Rock to be friendlier to bicyclists and pedestrians. I'm happy to pay more property taxes it means improving non-car transportation options. Also, rail service that connects to MetroRail would be wonderful.
Round Rock Needs easier access to MetroRail.
I work in Round Rock. Strongly encourage a plan that ties into CARTS and Cap Metro, especially the rail line!
Connection to Metro Rail would allow the senior citizens to attend functions in the city and reduce traffic on 35 and MoPac.
We need a reliable fixed route transit service. This is really the only deficiency I can find with my City.
The ability to easily travel between Downtown, and various shopping areas (La Frontera, Greenlawn, etc.) would be very beneficial.
I work at Congress and 3rd. I spend 90 mins a day driving, \$100 on tolls. Thank goodness I have a Prius.
It should connect to Howard, Austin and Georgetown at the least
I would like the opportunity to travel to Austin without using my car.
I believe the way to reduce traffic on I-35 is by connecting services to Capitol Metro in Austin.
Public transportation to and from downtown Austin 7 days a week would be ideal. It would relieve congestion on I-35 and provide a great service to RR residents.
We need real mass transit services. The \$ for "improvements" you are making to the downtown area and to accommodate that stupid indoor sports park could have been spent on real transit improvements.
Need to get better transit into Austin during work hours.
I hope transit can work for the City of Round Rock
While I myself probably won't use the transit service, I welcome any opportunity to relieve the congestion on RR roads, especially I-35!
Traffic has only gotten worse at the I-35/45 toll intersection. People are clearly coming in and out of Round Rock. Let's lighten the load and provide mass transit to already established routes such as the Tech Ridge lines.
Transit is badly needed, not only to serve residents who don't have vehicles, but to connect Round Rock to Austin
People going to and from work and school dominate the roads. Provide public transportation that will alleviate this problem--please.
Ideas to relieve the commute for Round Rockers who work in Austin are very welcome! The traffic on IH-35 is not getting better and mass transit may get some cars off the road.
Our community in general, but specially people that are unable to drive or don't own a vehicle, is very likely to benefit from a variety of transit options. Mobility options are needed not only to connect to Austin, but locally as well.
We should have at least a public transportation to connect with the metro capital transportation.
Connecting to our neighbors, Austin, Georgetown, Cedar Park, etc. is important. Many (probably the majority) of Round Rock residents do not work in Round Rock.

Round Rock Transit Plan – Final Report
City of Round Rock

<p>It would be great to get from neighborhood to downtown Round Rock and to Austin. Very important to easily get to RR downtown to keep alive and would help stop drunk driving.</p>
<p>I live in Round Rock but work in downtown Austin. Without transportation availability, I'll move into Austin to shorten my commute.</p>
<p>Downtown round rock to downtown Austin could help the economy of both.</p>
<p>There is a huge demand and need for mass transit in Round Rock and also to connect to Austin and surrounding cities. Many workers in Round Rock do not live in the city and need a reliable connection from Austin and the other cities around the area.</p>
<p>This is long overdue!</p>
<p>Transit to and from Austin would be great. Or at least to the Howard train station.</p>
<p>Local/community transit is key to the city's continued growth. Routes that provide service only to the Austin employment centers would be good to help Austin, but would do little if anything to help support Round Rock.</p>
<p>It is important to me that there be as much RELIABLE transportation to and from rural communities such as Taylor and surrounding areas. Lack of public transportation is a huge contributor to unemployment in these communities with few job options.</p>
<p>Something connecting into Cedar Park would be lovely as well.</p>
<p>The city is too crowded with automobiles. It needs to establish transportation modes for transporting people in city, city to city with connections to existing transportation systems i.e., Austin Metro, Bergstrom Airport, Am Track etc.</p>
<p>Don't want to travel during rush hour. I would like transportation during the day Saturday and Sunday, as well.</p>
<p>Great idea giving presentations and getting out the word to the public on public transportation. On a related note, I'd like to see more stop signs in neighborhoods converted to yield signs because it would improve the traffic throughput.</p>
<p>Thank you for the opportunity to provide this input. I appreciate it.</p>
<p>Consider different price levels; i.e. seniors / daily riders / occasional riders</p>
<p>Along with transit service, the "Sports Capitol of Texas" needs to make significant efforts to increase the safe walkability and bicycle-ability of our city.</p>
<p>I am disabled and occasionally need transportation for me and my mobility scooter to a medical appointment. Having a service would facilitate transportation when I am unable to drive myself.</p>
<p>Plan will make city transportation more convenient.</p>
<p>From Downtown Round Rock to Dell Diamond and the surrounding communities</p>
<p>I'd also like to be able walk downtown (in front my house and up the street with sidewalks. I'd like to be able to go to HEB on 79 without getting in the car. We have no interior city options for either walking or casual close by travel.</p>
<p>I work downtown, and would love to not have to drive in traffic every day. I would be willing to give up an extra 30 minutes or so of my day to not have to fight rush hour traffic.</p>
<p>I would love to have a fast ride from RR to south Congress Ave in Austin.</p>
<p>Round Rock also needs to become pedestrian/bicycle friendly. We just improved 620 with our including sideways.</p>
<p>I it great that the city is planning mass transit system now and not postpone it for later.</p>
<p>I think it would be helpful to have more public transit options as we are growing so much. It would be nice to have more local connections with a couple options that would get you in to Austin if needed.</p>

Round Rock Transit Plan – Final Report
City of Round Rock

Please Please Please offer commuter express service to downtown Austin, preferably the Capitol area. Thank you so much for the opportunity to participate in this survey!
I would love to have easy access to take a train down to Austin, especially on the weekends. It'd be great to go out for a night on the town without having to drive!
Access to Howard lane transit makes sense to me , so I don't have to drive my car over there
I would use both commuter lines to Austin and local service. I've spent time in other cities with great public transportation and miss it. I also firmly believe it would increase Round Rocks image, attractiveness to new residents and boost the economy.
This is a great project especially for those who are afraid to drive especially in the freeway and the growing traffic and accidents due to phone networking (text etc.).
Traffic in the Round Rock area is very congested almost all times of the day. Many people would prefer the public transit option.
Since Round Rock has grown there is a need for public transportation for the community
Since Round Rock is a bedroom community, I would like to see service to various parts of Austin and the 183 corridor that would allow travel for pleasure in the evenings and weekends.
I'm very excited about this. I love commuter services that will help save individuals money, decrease traffic, and save on emissions into our environment. I hope this can be done before I retire! I recommend a stop at Old Settlers Park.
We need transportation for doctor visits food stores and to get to other places of importance we have become shut ins and this place has become unattractive to young families.
As Austin grows, so does Round Rock, we should have a transit system that at the very minimum links us to Cap Metro, and at best provides us with public transit across Round Rock with links to transit across central Texas.
A transit system is a good idea for round rock because a lot of residence do not have transportation
I live in Egger Acres and work nights in Austin (290 & Tuscany Way). I would love to take public transit, but nothing exists in my location and at the time I need it. Also would love to use a train, but the same problems exist.
Mass transportation must be implemented given current and projected population increases in Round Rock. One person per car during peak commuting times is not sustainable.
I think the transit plan provides a good way for those who don't drive into Austin but would like to be able get there by this transit service.
Due to the continuous raise of cost of living and population changes, many people in RR are without reliable transportation. I see many people walking when they could be relying upon public transportation.
It would be nice to have transit service to the outlet malls, Bass Pro Shops and other places in the community.
Would like to be able to commute from Austin to Round Rock without having to drive.
I would ride my bike to work, but it is very difficult to get from RR to anywhere else, especially crossing IH35. I live on the east side and work on 360. There is very little being done to get across town in any of the plans I've seen thus far.
It would be great to consider red bud an arterial with station close to forest creek.
Please work towards transportation between round rock and Austin! Love all the ideas so far.
Routes on roads like Gattis School, Louis Henna, 620 and HWY 79 for high density apartments to get around without a car to get to work. Park and ride lots.
We need something to take us to downtown Austin.

Round Rock Transit Plan – Final Report
City of Round Rock

I live in Round Rock and work in Austin. Would like to be able avoid driving on some days.
Yes, I want the City of Round Rock to provide some transit service to the community. We can't have everything we want. Whatever is done must be done within a budget and must serve the greatest number of residents possible.
Feeders to major Austin commuter hubs (Howard and Tech Ridge) would be great!
I would like the Austin express to take us to the capital and university area. The circulatory system should cover the outlet mall, Baca center downtown RR, and the neighborhoods
Circulator should cover Outlet mall, downtown RR, Baca Center, neighborhoods, Medical centers, University Corridor and La Frontera. Austin express should stop at UT, and Capitol.
I need to be able to connect to the Austin transit system.
Round Rock needs its own park and ride with a MetroRapid type frequency based service
Easier way downtown all day would be best. Travelling within Round Rock is easy for me.
I'm already using CapMetro to get to my job downtown, but have to drive to Howard Station or Tech Ridge Park and Ride. I would love to be able to take transit from RR to those destinations.
We need a commuter system focused on to ACC & UT Austin. The other would be Texas State in Round Rock but future. Currently if we have a true connection to the schools i.e. ACC in Highland & UT Austin, it is a short hop to downtown.
This should be a very high priority for both the cities of Round Rock and Austin.
This should be a high priority, I work in south Austin and my wife downtown we chose Round Rock because of the great schools and the travel and commuting is a huge burden
Service to Downtown Round Rock and East Round Rock from Howard Train Station would enable Evening dining and drinking options for residents of Austin and Round Rock
Thousands of us work and go to school in Austin, (I work at UT Austin) and we are out clogging up and breaking down on the freeways every single day. How about giving us the option of transit service to Austin?
I am a recent graduate who has trouble driving, public transport to and from Austin would greatly increase the number of jobs I can comfortably apply to. I went to school in Dallas and miss the DART system a lot.
Thank you for providing this online survey. I especially appreciate the format in which respondents must make the trade-offs inherent in public policy and public transit. This is a great job by all concerned.
This is the most important quality of life issue for our future.
Most interested in connection to Howard station. Also, a good local transit system would be nice.
I would like a transit system to service major congestion areas, so that it provides an alternate transportation or helps alleviate all of the transportation.
As a college employee at The Art Institute of Austin, located on 35 and 45 on the edge of Round Rock, this service would help our students greatly.
Wyoming Springs needs to be extended to Fm 1431. Round Rock needs transportation for the elderly to get to the hospital or for doctor's appointments. It also needs to be made easy for them to schedule rides.
Working at AI Austin, would be very beneficial to a majority of our students
I am a college student at The Art Institute and would like service to and from the school
Make sure we can get to school in either Texas State Round Rock location or Art Institute of Austin
I would love to see transit service that could pick up and drop off students who attend The Art Institute of Austin. Our students live all over the Austin area and could benefit from additional transportation options.

Round Rock Transit Plan – Final Report
City of Round Rock

<p>It would be beneficial to connect Round Rock to Austin at least minimally.</p>
<p>Mass transit transport systems between Georgetown-Round Rock and the City of Austin will alleviate congestion on IH-35.</p>
<p>Routes to Austin and surrounding cities would be nice and not just limited to RR city limits.</p>
<p>Closing the gap between Austin and Round Rock for those commuting between these cities should be the focus, anything else is gravy.</p>
<p>A service that takes me from Downtown Round Rock to Downtown Austin (6th Street) would be invaluable and remove many drunk drivers from the 35 Freeway.</p>
<p>I am an engineer and have no car as of yet, and need to save up to get one. Since I can't get a decent enough job to start with. It would be really beneficial for people like me to have public transit so we can serve our community better.</p>
<p>I live in RR and work in Austin. I would like to have the option for transportation from RR into Austin.</p>
<p>Many Round Rock residents work in Austin. In particular, many people work in hubs such as UT, downtown Austin, or the Domain. Taking cars off the road would be a win for the entire Austin and Round Rock metro area.</p>
<p>I think transit is especially important to the disabled and to our growing senior population. Improved transit would allow more people from each of these groups to become/remain independent.</p>
<p>Service to UT! We can't afford to live in Austin with what UT pays!</p>

Interest in commuter rail

Need to find a way to connect to metro rail via rail. Also need to make transportation multi module. - Bike trails/lanes, Walking, Bus, Rail and Auto. Start With sidewalks and bike lanes and trails. Make a plan for rail and work with metro rail.
No buses needed, only interested in light rail. Community can already travel as needed.
INEXPENSIVE Transit service from Dell Diamond to downtown Austin would be great- even if just bus!! If possible for metro rail to depart from RR to downtown Austin that would be fantastic too. Thank you!
Why is there no rail option included in this plan? Thinking we can solve transportation issues with a few buses is ridiculous.
Connectivity to Metrorail and Austin buses would be great for those of us who hate driving into Austin, esp. downtown or university.
I cannot believe that RR has no public transportation. I've been here 26 and seen this little town group up. Traffic is sooo bad, I cannot understand why there is no buses or light rail to alleviate the problem. What are the city council people thinking?
Need connections to Metro-rail and grocery and shopping centers in RR for non drivers.
We currently do not have a rail stop in RR, the closest are either Howard or Lakeline ... both of which are 5+ miles from central RR. It would be good to get a rail station closer to our population base.
Get some rail going on up here too please. Rail to San Antonio would be fantastic.
What about elevated light rail?
It would be wise to establish an arterial route to the Metro Rail station at Lakeline using RR620 as the route.
I would like to see rail service into downtown Round Rock. Then we can increase commerce in the downtown area.
Light Rail access in Round Rock proper that connects to the Austin line would be preferred.
Round Rock should also look into expanding MetroRail.
We need to operate as if we are PART OF A BIGGER PICTURE!! We are part of Austin. We need to connect to the city! Rail is the most environmentally friendly.
Light rail loop with connectors to Austin light rail. Think forward and build for the future please.
Connection to the Metro Rail is key due to the difficulty of getting to the metro rail stop and safety issues with that commute through bike or walking.
Can you please build a rail system to Austin.
WE need a TRAIN not a bus. Why are cities north and south of us participating in a possible train.
Would be interested in transit options other than buses; with the continued congestion on 35, connecting to Austin is important.
Would live to see a train station at Palm Valley and Red Bud. Would love a connection to downtown Round Rock.
Train to connect to cedar park / downtown system.
Rail service would be nice option.

Limited support for transit

I don't want to pay for something I will never use but I can see the two options I chose being helpful for students.
I don't see me using this at all. I'm not necessarily against it, but I'm not sure I see its purpose either.
A very limited \$ should go for transit systems.
Should do this ONLY if the majority of cost is paid for by users.
I think the primary goal of a fledgling transit system should be the support of income earners to and from their place of employment. I also think that if it is not necessary to max out the budget it shouldn't be done.
If there is a "limited budget" as advertised, then don't do anything. Wait until you have a proper budget and if you never get one, fine. Don't search for your own legacy which encumbers the taxpayers.
Interested in providing transit service to the majority of community and most traveled roads and destination, with a maximum impact to most residents. Not interested in non-peak hours, outer areas or special circumstances (buses running 90%+ empty).
On the east a great bus line would be up and down each of the East/West roads, Palm, Henna, and Gattis but I don't know how this would connect with other systems to help commuters.
I think those who use the transit services should pay for them, but understand that the city would help put them in place.

Against transit

This is a waste of money. We do not need this. Fix the roads with the money instead of the wasteful public transportation option. It only benefits people who work in one place all day such as government employees.
Honestly. NO. I don't want any tax \$\$ going towards public transit. Public transit brings in the liberals from Austin. Austin can keep their problems.
Do not impact property taxes with a transit boondoggle.
I am against transit service. However, if it does get support, service should be limited to commuters. A better option would be a dedicated train line in the old MoKan ride of way from Georgetown, Round rock, and Pflugerville to central Austin and back.
Build and improve roads. No mass transit.
RR doesn't need mass transit so don't waste my tax dollars!
I am afraid the transients will start coming to Round Rock and damage the good image of the city.
I don't want a bunch of loud buses driving past my house with lower-class citizenry lurking around. We don't need big city problems. KEEP ROUND ROCK QUIANT!
We pay enough taxes already, having to provide transit service will only add another cost to the residents of Round Rock, and many residents rather drive their own vehicles.

Other comments

Is City Council and the community ready to support the theoretical "\$9" and what level of investment does \$9 represent?
I commute to the Dell Round Rock campus.
Think this could be privatized. City could eat the cost of building bus stops in the city. But a private entity would do it for cheaper than public service and if service stinks you can get a new contractor.
Service needs to get people out of their cars and onto bus or train for daily commuting.
Will the infrastructure of the existing downtown parking lot facilitate the amount of cars associated with any new transportation options? The parking garage sometimes is limited due to the local downtown business traffic also.
Not clear which if any option would provide pickup locations inside neighborhoods (e.g. The Oaklands).
Is bus the only option? What happened to the gondola option?
Build infrastructure to other parts of Austin.
Can't understand why a southbound turn-around is not added to FM 3406/35 interchange. The one at 620 and 35 is useless.
Must be wheelchair friendly.
It would be a shame if Lone Star from Georgetown to San Antonio became operational without a Round Rock stop. Consider cost/benefits of joining Capital Metro. Bring TODs into the conversation and address land use (including zoning) and transit options.
This is too complicated for the average person to understand. The people that need this the most will not understand how to fill this out.
Given the potential financial commitments, please be very prudent in this analysis, especially in projecting cost (upfront & ongoing) as well as ridership estimates.
What will be the cost to start this transit for people who pay taxes live in Round Rock? Other words will there be a tax increase? I believe we need to commute to other areas other than Round Rock.
Local citizens require local transportation through public funding.
Please continue to include bike paths and/or sidewalks to compliment the transit service.
Pflugerville could use the transportation links too.