



# SAN MARCOS TRANSIT PLAN

August 2020

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Cover photo credit: Stacy Rickard

# 1 INTRODUCTION AND SUMMARY

## **This plan will improve transit for the entire community.**

The San Marcos Transit Plan identifies the opportunities and challenges associated with transit today based on community feedback and detailed analysis. The plan provides an aspirational road map to coordinate and enhance transit in San Marcos over the next several years. This chapter sets the stage for the plan by summarizing key findings and recommendations.

## OVERVIEW

### **History of Transit in San Marcos**

Capital Area Rural Transportation System (CARTS) began providing demand-response service to residents of San Marcos in the 1980s. After determining a need for a more extensive system, CARTS introduced fixed-route bus service to San Marcos in 1996. In 2001, CARTS opened San Marcos Station, an intermodal facility serving local bus, CARTS regional transit, Greyhound, and Amtrak. CARTS maintained the role of direct recipient of federal and state transit funds for the San Marcos urbanized area until October 2019, when the City of San Marcos assumed the role.

### **Existing Transit in San Marcos**

The City of San Marcos partners with CARTS to provide weekday fixed-route and paratransit service in San Marcos. Paratransit service is limited to San Marcos residents that are unable to ride fixed-route service due to a physical or functional disability, as well as seniors age 65 or older.

Bobcat Shuttle is managed by Texas State University Transportation Services. The primary purpose of the Bobcat Shuttle is to transport students between student housing and on-campus destinations when classes or finals are in session. Bobcat Shuttle is funded by student fees and a portion of faculty/staff parking permit fees. Bobcat Shuttle is open to Texas State University students, faculty, staff, and the general public.

CARTS provides weekday regional intercity bus service between Austin and San Marcos with stops at San Marcos Station, Texas State University, and Tanger Outlets.

### **Shared Vision of a Coordinated Transit System**

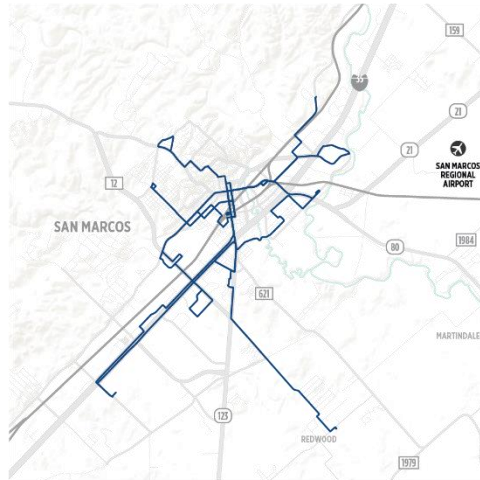
The City of San Marcos and Texas State University are interested in coordinating their transit systems to leverage federal and state grant funding opportunities and expand transit access for the entire community. In February 2019, the City and University completed a Coordinated Transit Study, which recommended that the City become the direct recipient of state and federal transit funds for the San Marcos urbanized area, and for both entities to coordinate transit systems.

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## SYSTEM COMPARISON

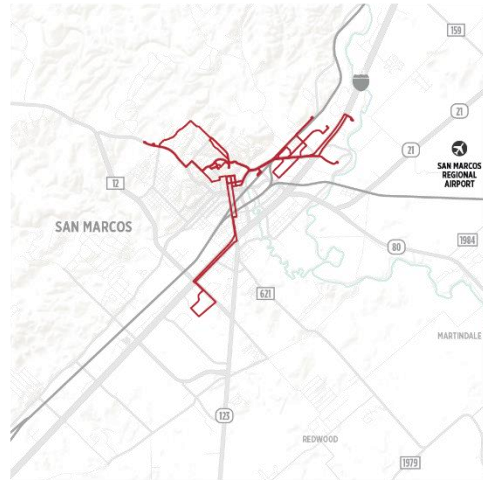
**SAN MARCOS**

### San Marcos Transit



**TEXAS STATE UNIVERSITY**

### Bobcat Shuttle



<b>Service Availability</b>	<b>Year-Round</b> Monday-Friday 7:00 a.m. – 8:00 p.m.	<b>Fall and spring semesters</b> Monday-Thursday 7:00 a.m. – 11:00 p.m. Friday 7:00 a.m. – 6:30 p.m. Saturday 11:00 a.m. – 6:30 p.m. <b>Summer semester</b> Monday-Friday 7:00 a.m. – 5:30 p.m.
<b>Routes</b>	7	11 daytime routes 7 evening routes 4 late night routes  5 Saturday routes
<b>Vehicles in service</b>	10	48
<b>Bus stops</b>	118	40
<b>Weekday ridership</b>	350	17,000
<b>Funding sources</b>	Federal, state, and local	Student fees



## **EXISTING CHALLENGES**

### **Ridership impacts of COVID-19.**

The City of San Marcos reduced operating hours and frequencies of fixed-route and paratransit service for a four-month period in response to the initial COVID-19 outbreak. Fares were also eliminated during this period and the system remains fare-free during the development of this report. Social distancing measures were implemented on buses and at San Marcos Station, including limiting the number of available seats and requiring face coverings. Texas State University also adjusted operating hours, reduced frequencies, and limited seating on Bobcat Shuttle routes. CARTS continued regular service on interurban Route 1510 (Austin-San Marcos) but suspended service on interurban Route 1517 (Austin-Texas State University) for a 4-month period. Due to changes in employment, enrollment, activity, and attitudes it is unclear if transit demand and ridership will return to levels prior to COVID-19.

### **Infrequent local service.**

Municipal bus service in San Marcos has historically been scarce in terms of frequency, hours of operation, and days of service. Prior to 2015, San Marcos Transit consisted of ten routes providing hourly service. In January 2015, the system was restructured based on recommendations from the previous transit plan. Several routes were consolidated, and 30-minute service was introduced on two of five routes, or approximately 55% of bus stops in the city.

### **Limited street connectivity and pedestrian barriers.**

The City of San Marcos has nineteen at-grade Union Pacific Railroad crossings that impact transit schedule reliability. Interstate 35 and its parallel frontage roads span the entire 12.5-mile length of the city with only ten overpasses and underpasses. The Union Pacific Railroad and I-35 system along with high-speed state highways, farm-to-market roads, and ranch roads create significant barriers to transit. Gaps in the sidewalk and bike network further limit access to transit.

### **An isolated transit hub.**

San Marcos Station is the primary transfer point for San Marcos Transit, CARTS regional service, Greyhound, and Amtrak. The station location is situated approximately 1/2-mile south of Downtown San Marcos between two tracks and adjacent to a one-way road, resulting in out-of-direction travel, frequent train delays, and impacts to speed and reliability.

### **Divergent transit services.**

San Marcos Transit bus service is currently designed to provide San Marcos residents with access to a variety of destinations across the city on weekdays only. Service levels and ridership are low in comparison with peer cities. Complementary paratransit service connects individuals not able to ride the bus with pre-scheduled point-to-point transportation.

Bobcat Shuttle is designed to transport students between university housing or private apartments and several points on campus. Service levels and availability are tied to the university academic calendar. Connectivity between San Marcos Transit and Bobcat Shuttle routes is limited to a few on-street locations.

## **COMMUNITY PARTICIPATION**

### **Community participation was essential to the development of this plan.**

Two rounds of community outreach were held to obtain feedback on existing services and proposed service and capital improvements. Outreach activities included:

- Community meetings at the San Marcos Activity Center
- Pop-up meetings at San Marcos Station and the Texas State University Quad
- Online surveys
- Stakeholder discussions

Engagement activities revealed several different perspectives and priorities. Community members identified multiple challenges with existing services and requested specific desired improvements. The three main categories of community members were San Marcos Transit riders, Texas State University students, and community stakeholders.

### **San Marcos Transit Riders**

Over the course of two rounds of direct outreach at San Marcos Station and multiple online surveys, existing San Marcos Transit riders expressed a strong desire for weekend service, more bus stop shelters, the elimination of fares, and the addition of an app with real-time arrival information. Existing riders also expressed support for proposed route changes and the relocation of local route connections from San Marcos Station to the conceptual Downtown Transit Plaza.

### **Texas State University Students**

Texas State University students were engaged directly at the Quad and through an online survey. Several respondents voiced a desire for transit access to locations other than campus, such as grocery stores and areas of employment. Texas State University students also desire more frequent service and more service on weekends.

### **Stakeholders**

Representatives of various community groups, social service agencies, major employers, as well as San Marcos Area Chamber of Commerce and the San Marcos Consolidated Independent School District were invited to two stakeholder discussions. The first discussion focused on transit challenges and opportunities. Several stakeholders expressed a desire for bus stop accessibility improvements, more bus stop shelters, expanded service coverage, and better rider information.

The second discussion was held to share information on proposed coordination strategies, route changes, and the conceptual Downtown Transit Plaza. Stakeholders expressed a strong desire for more frequent service on local (non-university) routes. Stakeholder also suggested that a coordinated transit system may provide an opportunity to bridge the social gap between San Marcos residents and the Texas State community.

## KEY OPPORTUNITIES

### Qualify for additional Federal funding.

Federal Transit Administration (FTA) Small Transit Intensive Communities (STIC) funding is awarded to small urban transit operators that exceed specific performance measures. By voluntarily reporting its ridership to the FTA, Texas State University helped the City of San Marcos qualify for \$1.3M in FY 2019 and \$1.4M in FY 2020. The City of San Marcos did not previously qualify for STIC funding. STIC funding may be used for operations, vehicle replacement, planning, engineering, design, and capital projects.

### Expand transit access for the entire community.

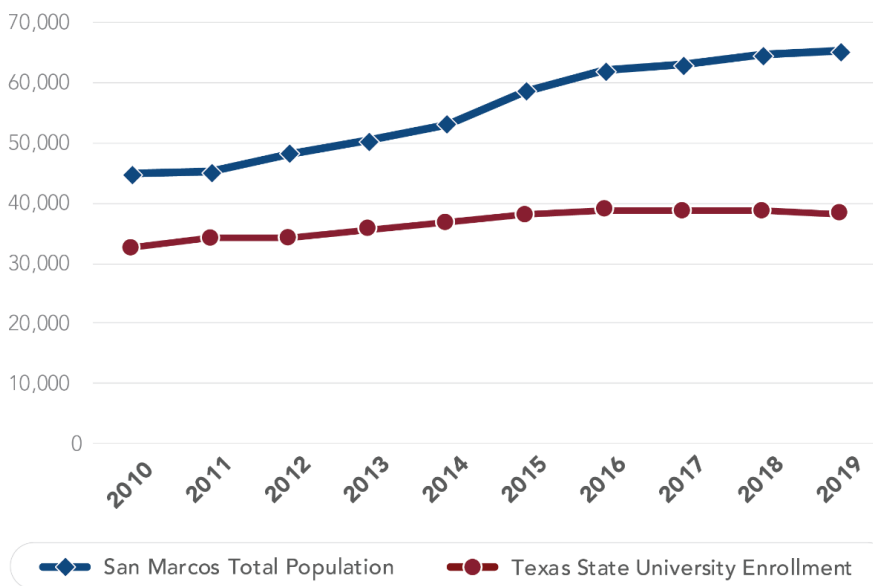
Employment and social services destinations not currently served by San Marcos Transit include an Amazon Fulfillment Center and the Village of San Marcos, which is home to San Marcos Women, Infants, and Children (WIC), Any Baby Can, Community Action of Central Texas, and the San Marcos-Hays County Family Justice Center. The Hays County Area Food Bank has plans to construct a 60,000 square foot distribution center at the Village campus. Texas State University students also expressed interest in direct transit access to shopping destinations.

### Improve multimodal connectivity.

Relocating San Marcos Transit connections to downtown would be a major step towards achieving the Comprehensive Plan's objective of creating a connected network of efficient, safe, and convenient multimodal transportation options.

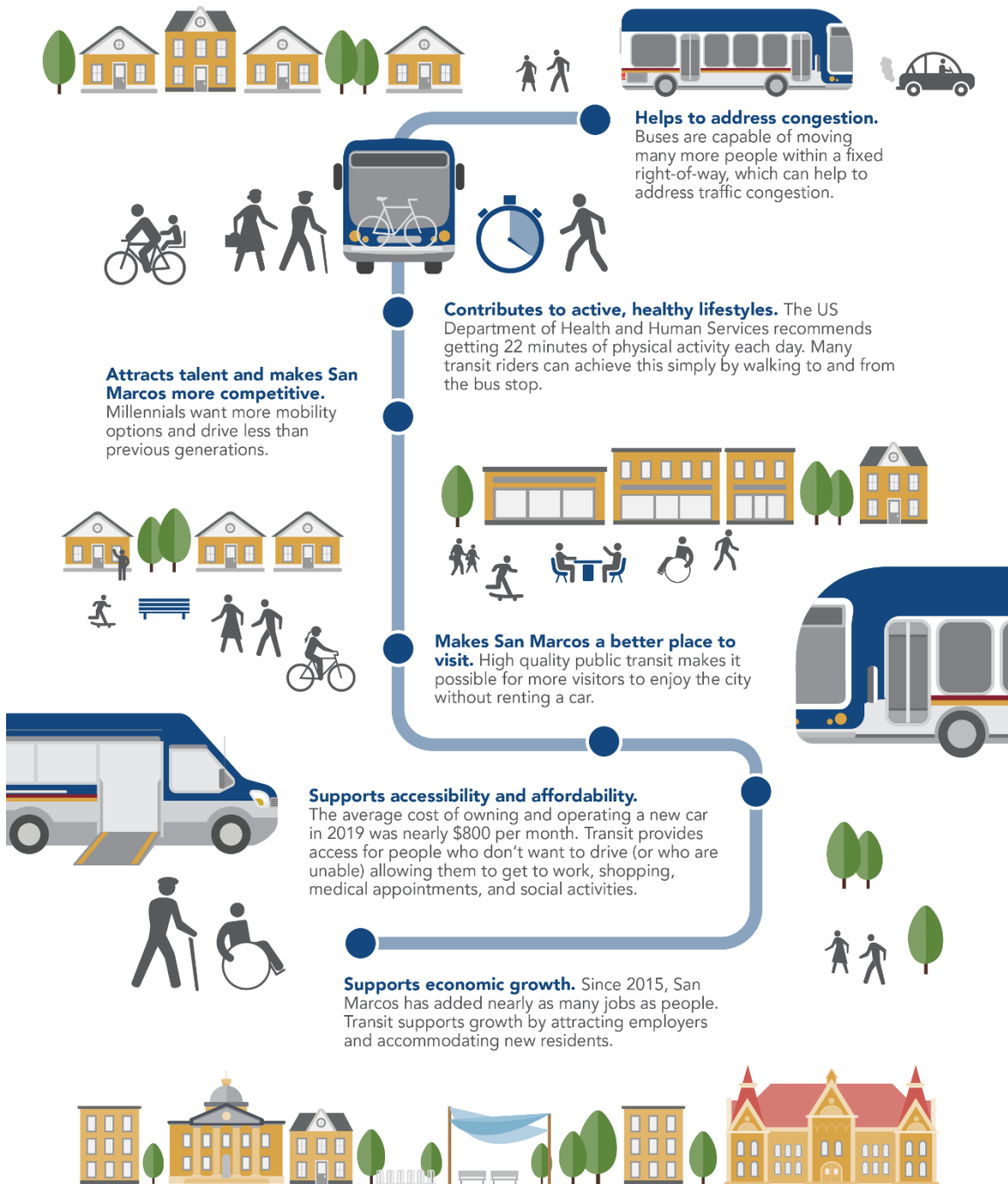
### Respond to continued population and enrollment growth.

Over the past decade, San Marcos' population has increased at a greater rate than Texas State University's student enrollment. The rapidly growing non-student population will likely increase demand for local bus service.



Sources: US Census, Texas State University

## COMMUNITY BENEFITS OF TRANSIT



Source: US Census

## KEY RECOMMENDATIONS



### **Adopt service expansion plan**

Adjust routes to serve emerging destinations, increase hours and frequency of service, and operate city routes on weekends.



### **Establish a Downtown Transit Plaza**

Relocate local route connections from San Marcos Station to downtown to improve access to employment and Texas State University.



### **Adopt a paratransit policy**

Enact new policies to reduce costs and ensure the system is benefitting the people that need it the most.



### **Eliminate on-board fare collection**

Eliminate on-board fare collection for City of San Marcos transit and paratransit services to remove cost barriers, attract new riders, and eliminate the need for costly fare collection equipment on new buses.



### **Upgrade and standardize bus stops**

Improve rider comfort and safety by upgrading amenities and information at bus stops.



## KEY RECOMMENDATIONS



### **Improve pedestrian access**

Coordinate with Streets/Sidewalks division to improve access to transit. Coordinate with Traffic division to implement spot improvements at challenging intersections and priority treatments along major transit corridors.



### **Enter into an interlocal agreement with Texas State University**

Establish an equitable formula and timeline for sharing transit funds awarded to the San Marcos urbanized area. The City of San Marcos is willing to work with Texas State University in obtaining FTA grantee status if desired.



### **Offer a real-time bus arrival app**

Texas State University offers an app that provides real-time arrival predictions that is widely used by Bobcat Shuttle riders. Make the same app or a similar app available to San Marcos Transit riders.



### **Develop a unified brand**

Partner with Texas State University to develop a single brand to make it easier for existing and potential riders to take advantage of complimentary transit services.



### **Expand marketing and communications**

Strategic marketing and communications can attract new riders, maximize customer satisfaction, and build support from community members and local businesses.

## KEY RECOMMENDATIONS



### **Upgrade and right-size fleet**

Replace aging vehicles with modern, low-floor, accessible vehicles. Assign the appropriate vehicles for each service type. Moving the University's fleet from a leased fleet to an owned fleet is a priority of fleet enhancement.



### **Design and construct an operations and maintenance facility**

Reduce the operational cost of contracted services by investing in a facility that can accommodate the transit operation.



### **Design and construct a Downtown Transit Center**

Upgrade the Downtown Transit Plaza to a permanent facility with an indoor waiting area, customer service desk, restrooms, operator break room, and other amenities.

## 2 SERVICE PLAN

### PHASE 1

#### A more frequent and better-connected route network

The first phase of the service plan features several route improvements and schedule adjustments bundled into one package. Route and schedule changes include:

- Realign Route 1 to serve The Village and the proposed Transit Plaza.
- Realign Route 2 to improve operational safety and serve the proposed Transit Plaza.
- Realign Route 3 to serve the proposed Transit Plaza.
- Extend Route 4 to provide all-day service to the Sunrise Village neighborhood and Lamar School. Extend Route 4 to Hays County Government Center and Hunter Road to provide connectivity to Route 1.
- Realign Route 5 to serve the Amazon Fulfillment Center, Red Oak Village shopping center, and apartments along Wonder World Drive. Eliminate the existing segment of Route 5 north of downtown San Marcos due to low ridership and overlap with Bobcat Shuttle routes.
- Eliminate existing Route 6 Guadalupe/Redwood and Route 7 Bishop due to low ridership.
- Rename the existing Senior Shopper as Route 6 Senior Shuttle and double service from twice a week to four days a week.
- End service at 7:00 p.m. for Routes 1-5.

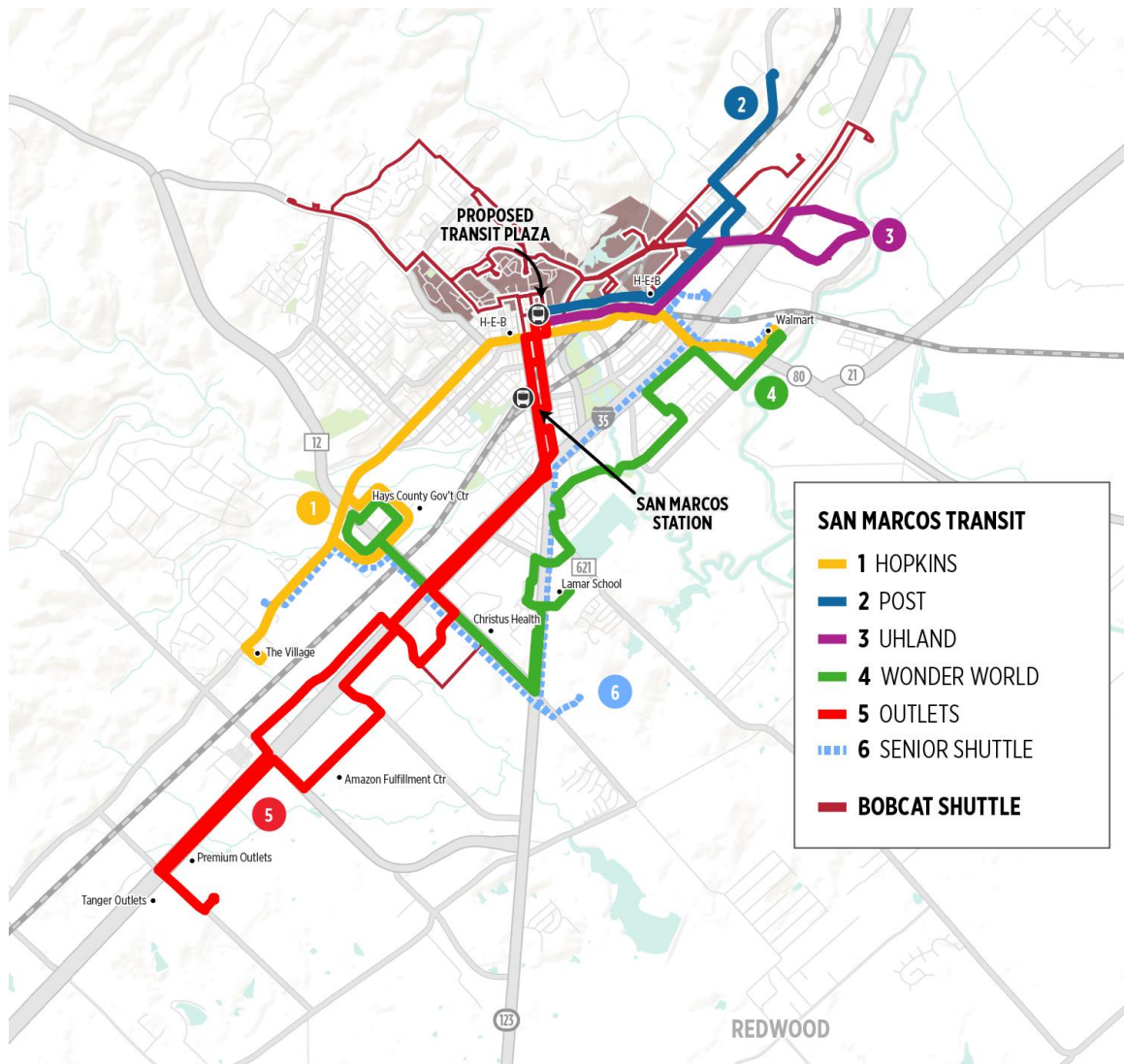
Phase 1 requires 7% more hours than the existing system.

#### Phase 1 Service Summary

Route	Span	Headway				Daily Hours	Peak Vehicles
		Morning	Midday	Afternoon	Evening		
Weekday							
1 Hopkins	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
2 Post	7:00 a.m. - 7:00 p.m.	60	60	60	60	12	1
3 Uhland	7:00 a.m. - 7:00 p.m.	60	60	60	60		
4 Wonder World	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
5 Outlets	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
6 Senior Shuttle	9:30 a.m. - 2:30 p.m.	N/A	90	90	N/A	5	1

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**Phase 1 Route Network**



## PHASE 2

### Saturday service

Phases 2-5 build upon the new route network by increasing days, hours, and frequency of service.

Phase 2 introduces Saturday service on all routes, except the Senior Shuttle. Saturday service provides existing and potential riders with access to employment, shopping, and recreational destinations. Phase 2 requires 12% more hours than Phase 1.

#### Phase 2 Service Summary

Route	Span	Headway				Daily Hours	Peak Vehicles
		Morning 7a-9a	Midday 9a-3p	Afternoon 3p-5p	Evening 5p-7p		
Weekday							
1 Hopkins	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
2 Post	7:00 a.m. - 7:00 p.m.	60	60	60	60	12	1
3 Uhland	7:00 a.m. - 7:00 p.m.	60	60	60	60		
4 Wonder World	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
5 Outlets	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
6 Senior Shuttle	9:30 a.m. - 2:30 p.m.	N/A	60	60	N/A	5	1
Saturday							
1 Hopkins	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
2 Post	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
3 Uhland	8:00 a.m.- 6:00 p.m.	60	60	60	60		
4 Wonder World	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
5 Outlets	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1



## PHASE 3

### Later weeknight service

Phase 3 extends weeknight service by two hours for all routes, except the Senior Shuttle. Phase 3 requires 10% more hours than Phase 2.

#### Phase 3 Service Summary

Route	Span	Headway				Daily Hours	Peak Vehicles
		Morning 7a-9a	Midday 9a-3p	Afternoon 3p-5p	Evening 5p-9p		
Weekday							
1 Hopkins	7:00 a.m. - 9:00 p.m.	60	30	30	60	22	2
2 Post	7:00 a.m. - 9:00 p.m.	60	60	60	60	14	1
3 Uhland	7:00 a.m. - 9:00 p.m.	60	60	60	60		
4 Wonder World	7:00 a.m. - 9:00 p.m.	60	30	30	60	22	2
5 Outlets	7:00 a.m. - 9:00 p.m.	60	30	30	60	22	2
6 Senior Shuttle	9:30 a.m. - 2:30 p.m.	N/A	60	60	N/A	5	1
Saturday							
1 Hopkins	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
2 Post	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
3 Uhland	8:00 a.m.- 6:00 p.m.	60	60	60	60		
4 Wonder World	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
5 Outlets	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1

## PHASE 4

### More frequent service on weekday mornings and evenings

Phase 4 improves morning and afternoon frequencies on Routes 1 and 4 while also increasing Route 5 frequency during the evening. Phase 4 requires 17% more hours than Phase 3.

#### Phase 4 Service Summary

Route	Span	Headway				Daily Hours	Peak Vehicles
		Morning 7a-9a	Midday 9a-3p	Afternoon 3p-5p	Evening 5p-9p		
Weekday							
1 Hopkins	7:00 a.m. - 9:00 p.m.	30	30	30	30	28	2
2 Post	7:00 a.m. - 9:00 p.m.	60	60	60	60	14	1
3 Uhland	7:00 a.m. - 9:00 p.m.	60	60	60	60		
4 Wonder World	7:00 a.m. - 9:00 p.m.	30	30	30	30	28	2
5 Outlets	7:00 a.m. - 9:00 p.m.	60	30	30	30	26	2
6 Senior Shuttle	9:30 a.m. - 2:30 p.m.	N/A	60	60	N/A	5	1
Saturday							
1 Hopkins	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
2 Post	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
3 Uhland	8:00 a.m.- 6:00 p.m.	60	60	60	60		
4 Wonder World	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
5 Outlets	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1

## PHASE 5

### Frequent service throughout the day on Route 1.

Phase 5 improves midday and afternoon frequencies on Route 1 from 30 minutes to 15 minutes. Phase 5 requires 14% more hours than Phase 4.

#### Phase 5 Service Summary

Route	Span	Headway				Daily Hours	Peak Vehicles
		Morning 7a-9a	Midday 9a-3p	Afternoon 3p-5p	Evening 5p-9p		
Weekday							
1 Hopkins	7:00 a.m. - 9:00 p.m.	30	15	15	30	44	4
2 Post	7:00 a.m. - 9:00 p.m.	60	60	60	60	14	1
3 Uhland	7:00 a.m. - 9:00 p.m.	60	60	60	60		
4 Wonder World	7:00 a.m. - 9:00 p.m.	30	30	30	30	28	2
5 Outlets	7:00 a.m. - 9:00 p.m.	60	30	30	30	26	2
6 Senior Shuttle	9:30 a.m. - 2:30 p.m.	N/A	60	60	N/A	5	1
Saturday							
1 Hopkins	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
2 Post	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
3 Uhland	8:00 a.m.- 6:00 p.m.	60	60	60	60		
4 Wonder World	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1
5 Outlets	8:00 a.m.- 6:00 p.m.	60	60	60	60	10	1

## DETAILED ROUTE DESCRIPTIONS

### Route 1 Hopkins

The proposed Route 1 is different than the existing Route 1 in three ways:

- Service along Wonder World Drive is eliminated.
- Service is extended further south on Hunter Road to The Village.
- The route is deviated to the proposed Transit Plaza.

Route 1 continues to serve several major destinations across San Marcos, including Hays County Government Center, downtown San Marcos, San Marcos Public Library, San Marcos Activity Center, and Walmart. The deviation to the proposed Transit Plaza brings the route to the edge of the Texas State University campus.

The deviation onto Stagecoach Trail and Dutton Drive continues in both directions. The portion of the old route that served Wonder World Drive would be served by the new Route 4.

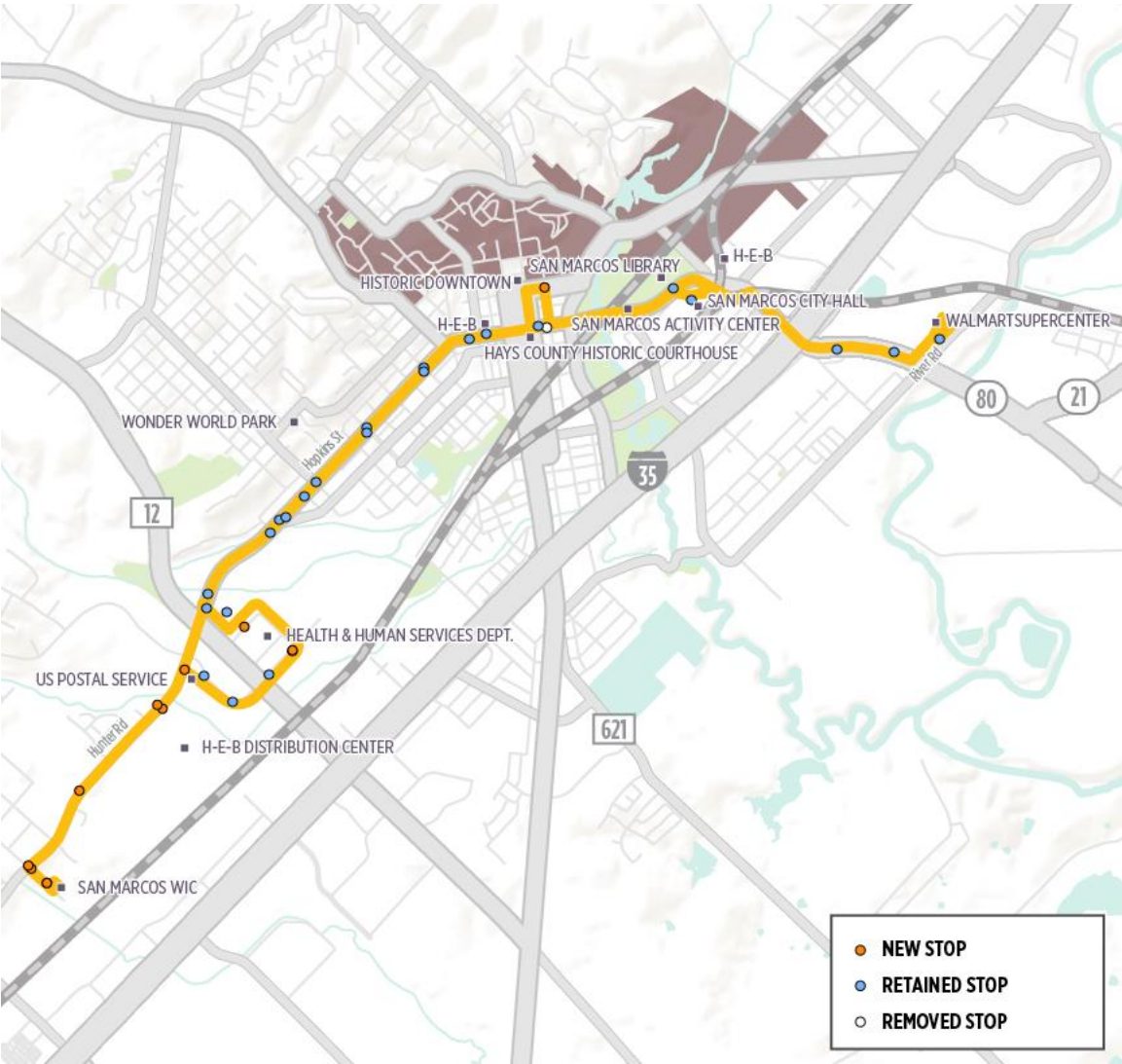
Saturday service commences in Phase 2. Weekday service is extended to 9:00 p.m. during Phase 3. Weekday headways are improved during Phases 4 and 5.

### Route 1 Service Summary

Phase	Span	Headway				Daily Hours	Peak Vehicles
		Morning 7a-9a	Midday 9a-3p	Afternoon 3p-5p	Evening 5p-9p		
Weekday							
1	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
2	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
3	7:00 a.m. - 9:00 p.m.	60	30	30	60	22	2
4	7:00 a.m. - 9:00 p.m.	30	30	30	30	28	2
5	7:00 a.m. - 9:00 p.m.	30	15	15	30	44	4
Saturday							
1	No Service	N/A	N/A	N/A	N/A	0	0
2	8:00 a.m. - 6:00 p.m.	60	60	60	60	10	1
3	8:00 a.m. - 6:00 p.m.	60	60	60	60	10	1
4	8:00 a.m. - 6:00 p.m.	60	60	60	60	10	1
5	8:00 a.m. - 6:00 p.m.	60	60	60	60	10	1

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**Route 1 Hopkins**





## Routes 2 Post and 3 Uhland

Routes 2 and 3 share the same alignment between downtown San Marcos and Aquarena Springs Road. One vehicle is utilized to operate both routes. The vehicle alternates between Routes 2 and 3, creating two branches, Route 2 to the northeast and Route 3 to the east, each served hourly. The shared portion of the routes has 30-minute service.

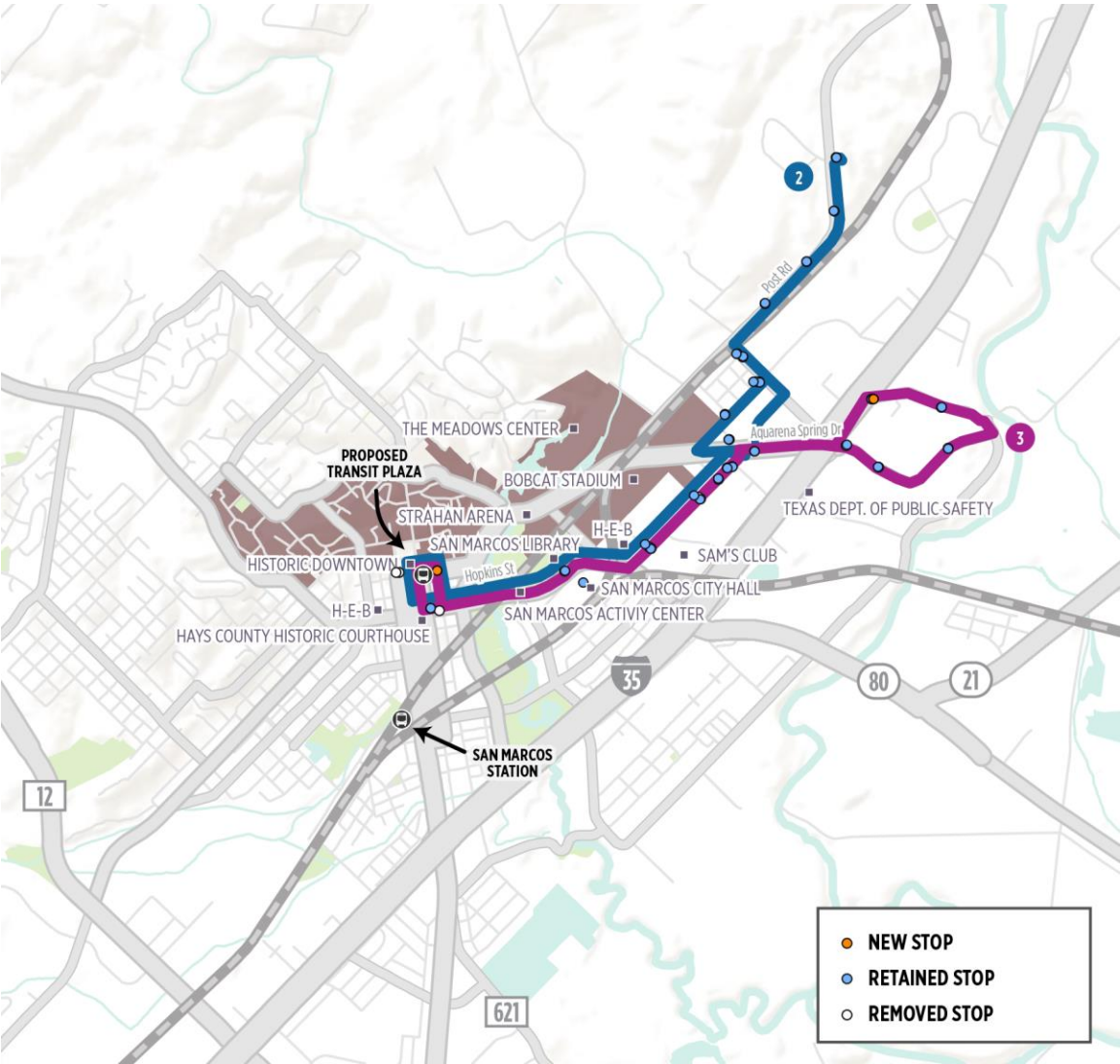
Routes 2 and 3 are realigned from San Marcos Station to the proposed Transit Plaza. Route 2 also has a minor adjustment north of Aquarena Springs Road in the northbound direction to improve operational safety. The Route 3 alignment does not change north of downtown San Marcos.

Saturday service is added in Phase 2. Weekday service is extended to 9:00 p.m. during Phase 3.

### Routes 2 and 3 Service Summary

Phase	Span	Headway				Daily Hours	Peak Vehicles
		Morning 7a-9a	Midday 9a-3p	Afternoon 3p-5p	Evening 5p-9p		
Weekday							
1	7:00 a.m. - 7:00 p.m.	60	60	60	60	12	1
2	7:00 a.m. - 7:00 p.m.	60	60	60	60	12	1
3	7:00 a.m. - 9:00 p.m.	60	60	60	60	14	1
4	7:00 a.m. - 9:00 p.m.	60	60	60	60	14	1
5	7:00 a.m. - 9:00 p.m.	60	60	60	60	14	1
Saturday							
1	No Service	N/A	N/A	N/A	N/A	0	0
2	8:00 a.m. - 6:00 p.m.	60	60	60	60	10	1
3	8:00 a.m. - 6:00 p.m.	60	60	60	60	10	1
4	8:00 a.m. - 6:00 p.m.	60	60	60	60	10	1
5	8:00 a.m. - 6:00 p.m.	60	60	60	60	10	1

**Routes 2 Post and 3 Uhland**



## Route 4 Wonder World

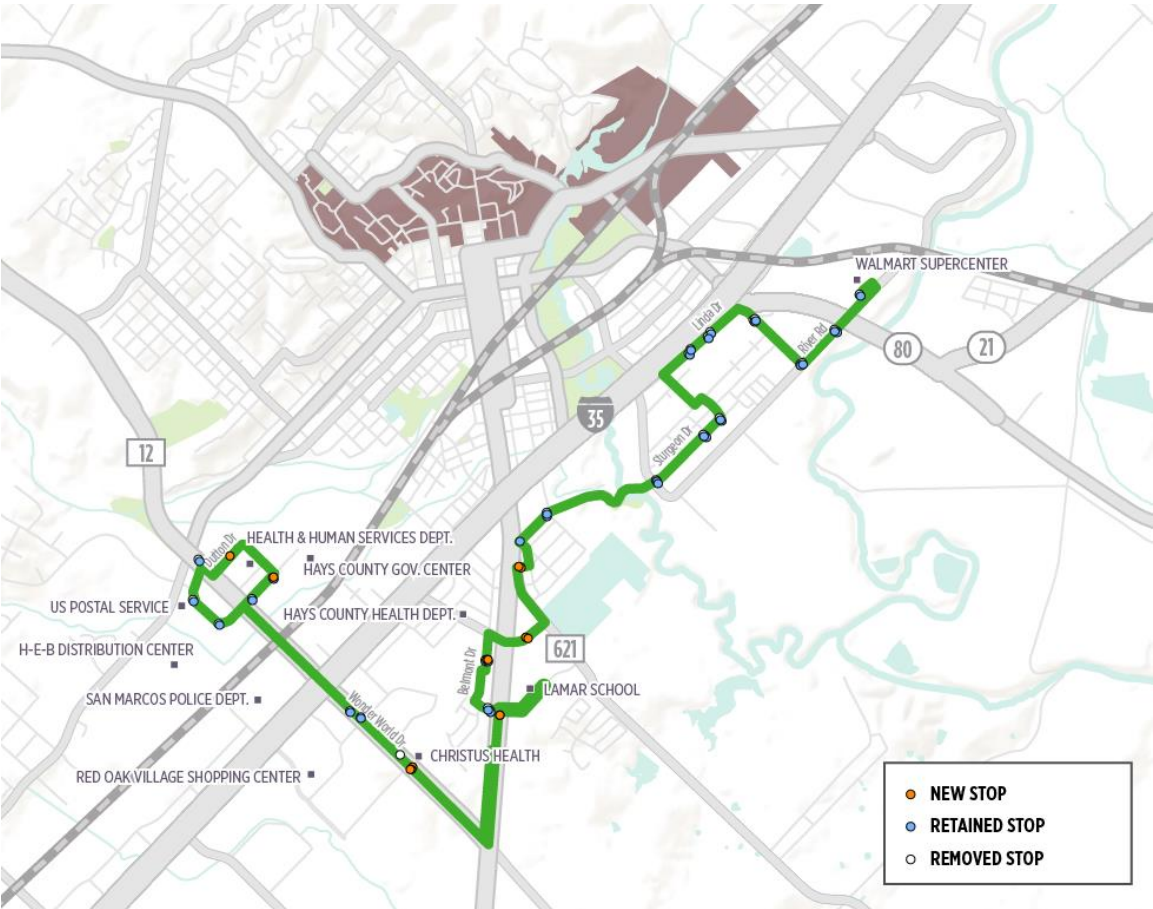
Route 4 is extended south to Guadalupe Street to provide all-day service to Sunrise Village and Lamar School. The route is also extended along Wonder World Drive to replace segments currently served by Route 1 Hopkins. Destinations along this segment include Christus Health, Hays County Government Center, and the Post Office.

Saturday service is added in Phase 2. Weekday service is extended to 9:00 p.m. during Phase 3. Weekday headways are improved during Phase 4.

### Route 4 Service Summary

Phase	Span	Headway				Daily Hours	Peak Vehicles
		Morning 7a-9a	Midday 9a-3p	Afternoon 3p-5p	Evening 5p-9p		
Weekday							
1	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
2	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
3	7:00 a.m. - 9:00 p.m.	60	30	30	60	22	2
4	7:00 a.m. - 9:00 p.m.	30	30	30	30	28	2
5	7:00 a.m. - 9:00 p.m.	30	30	30	30	28	2
Saturday							
1	No Service	N/A	N/A	N/A	N/A	0	0
2	8:00 a.m. - 6:00 p.m.	60	60	60	60	5	1
3	8:00 a.m. - 6:00 p.m.	60	60	60	60	5	1
4	8:00 a.m. - 6:00 p.m.	60	60	60	60	5	1
5	8:00 a.m. - 6:00 p.m.	60	60	60	60	5	1

Route 4 Wonder World



## Route 5 Outlets

Route 5 is shortened to the proposed Transit Plaza, eliminating segments north of Texas State University that overlap with Bobcat Shuttle routes. Route 5 is extended to the Amazon Fulfillment Center and Red Oak Village Shopping Center east of I-35. Major destinations along Route 5 include San Marcos Station, Target, Tanger Outlets, and San Marcos Premium Outlets.

Weekday midday and afternoon service is improved to 30 minutes during Phase 1. Saturday service is added in Phase 2. Weekday service is extended to 9:00 p.m. during Phase 3. Weekday evening service is improved to 30 minutes during Phase 4.

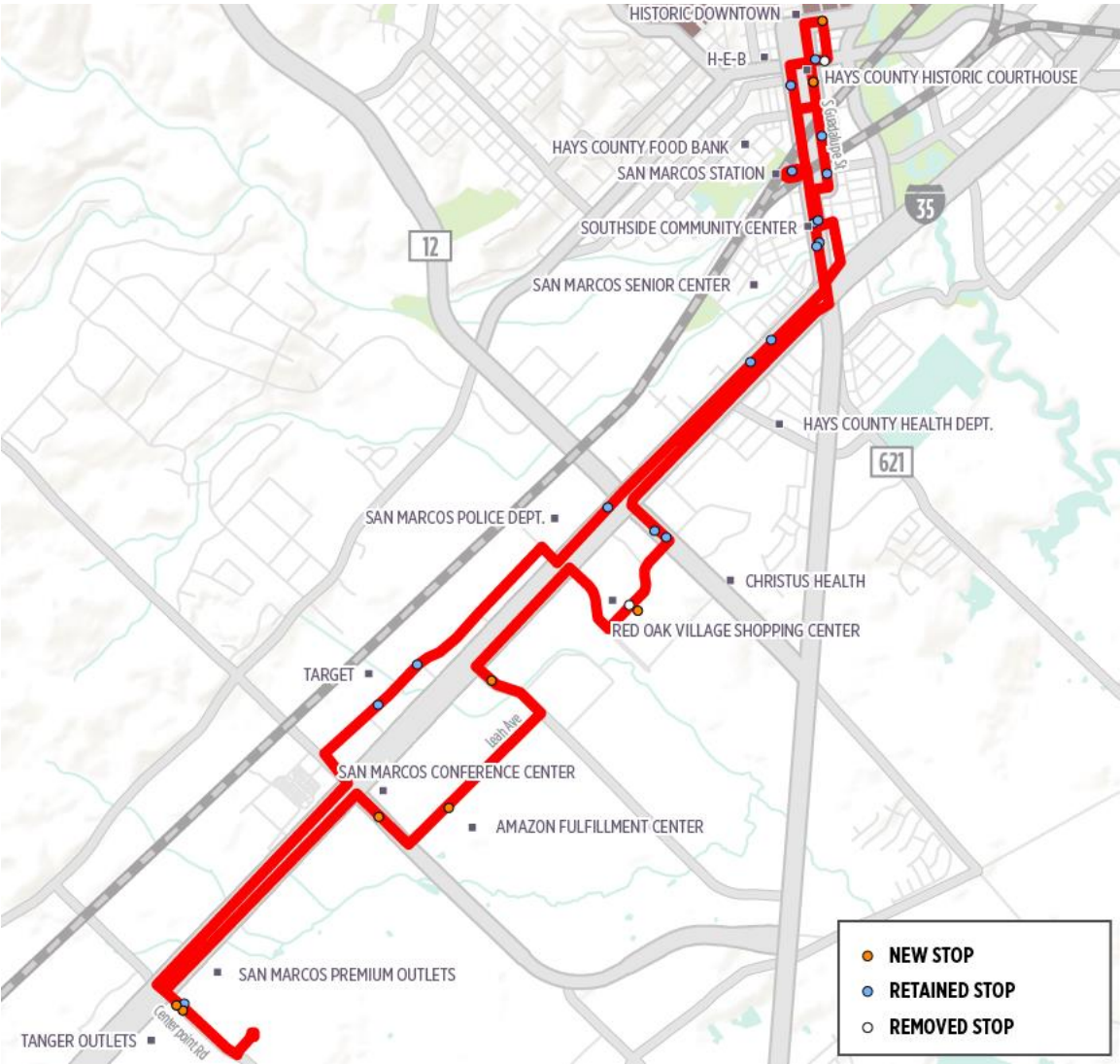
## Route 5 Service Summary

Phase	Span	Headway				Daily Hours	Peak Vehicles
		Morning 7a-9a	Midday 9a-3p	Afternoon 3p-5p	Evening 5p-9p		
Weekday							
1	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
2	7:00 a.m. - 7:00 p.m.	60	30	30	60	20	2
3	7:00 a.m. - 9:00 p.m.	60	30	30	60	22	2
4	7:00 a.m. - 9:00 p.m.	60	30	30	30	26	2
5	7:00 a.m. - 9:00 p.m.	60	30	30	30	26	2
Saturday							
1	No Service	N/A	N/A	N/A	N/A	0	0
2	8:00 a.m. - 6:00 p.m.	60	60	60	60	5	1
3	8:00 a.m. - 6:00 p.m.	60	60	60	60	5	1
4	8:00 a.m. - 6:00 p.m.	60	60	60	60	5	1
5	8:00 a.m. - 6:00 p.m.	60	60	60	60	5	1



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**Route 5 Outlets**



## Route 6 Senior Shuttle

The Senior Shopper shuttle operates on Tuesdays and Thursdays connecting four senior living communities (Mariposa, Stonebrook, La Vista, and Springtown Villa) with Walmart on Tuesdays and H-E-B on Thursdays. Each community has its own pick-up and return trip, which are scheduled 90-120 minutes apart.

Route 6 would be increased from two to four days per week. The additional days of service could be used to serve the same destinations or new destinations such as the San Marcos Activity Center and San Marcos Library.

### Route 6 Service Summary

Phase	Span	Headway				Daily Hours	Peak Vehicles
		Morning 7a-9a	Midday 9a-3p	Afternoon 3p-5p	Evening 5p-9p		
Monday – Thursday							
1	9:30 a.m. - 2:30 p.m.	N/A	90	90	N/A	5	1
2	9:30 a.m. - 2:30 p.m.	N/A	90	90	N/A	5	1
3	9:30 a.m. - 2:30 p.m.	N/A	90	90	N/A	5	1
4	9:30 a.m. - 2:30 p.m.	N/A	90	90	N/A	5	1
5	9:30 a.m. - 2:30 p.m.	N/A	90	90	N/A	5	1

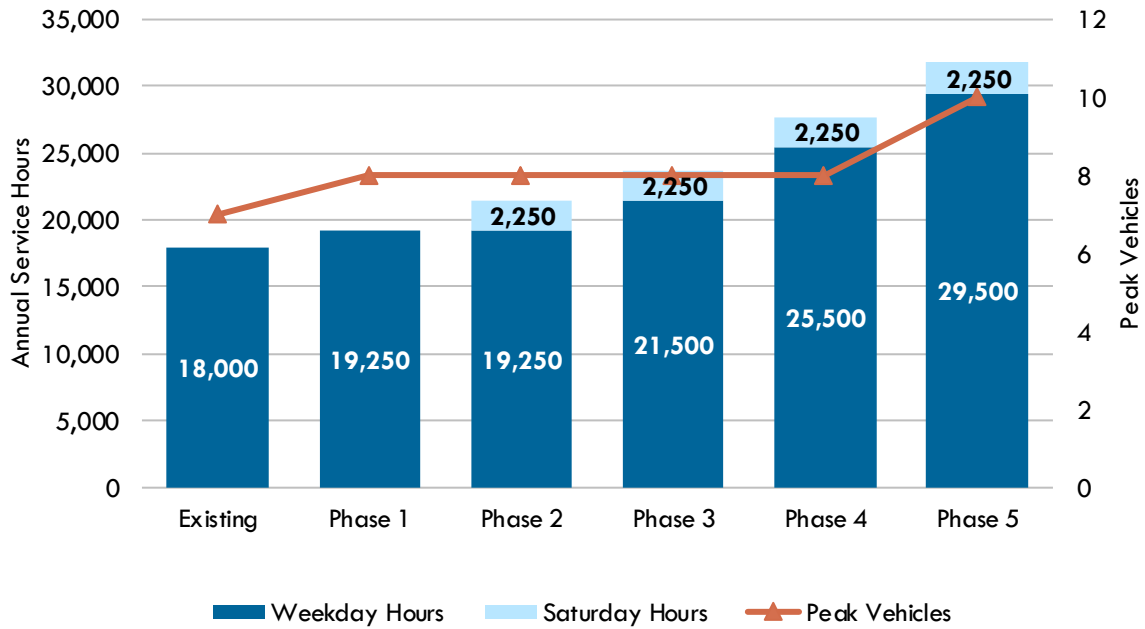
Route 6 Senior Shuttle



## FIXED-ROUTE SERVICE PLAN SUMMARY

The following charts detail the annual service hours and peak vehicles needed to implement each phase of the fixed-route service plan. Peak vehicle counts do not include spare vehicles. Paratransit vehicle needs are also not included in the chart below.

### Service Hours and Peak Vehicles

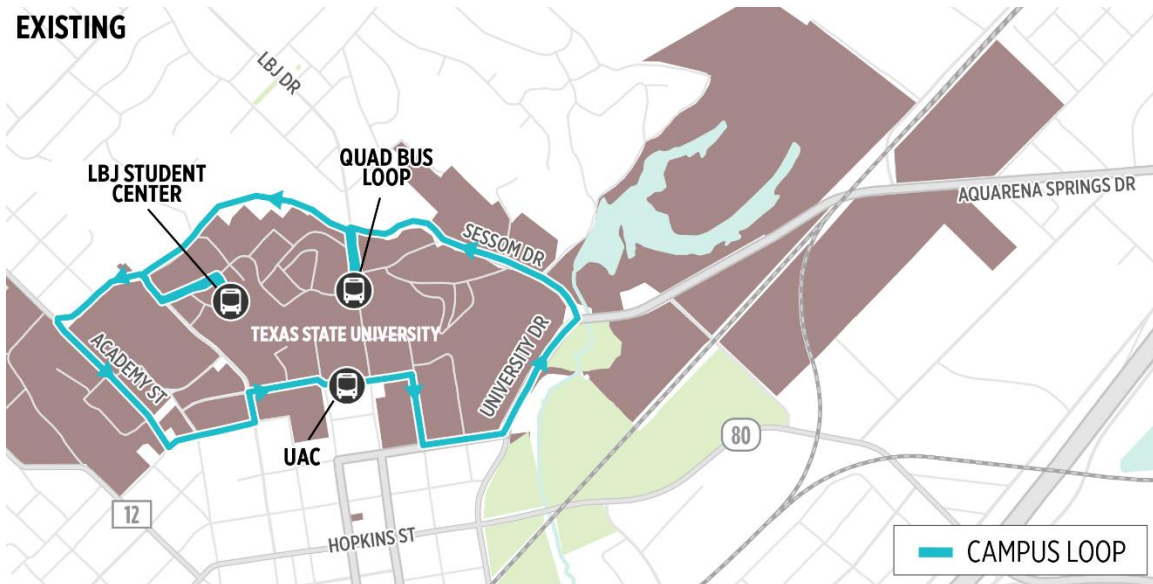


## BOBCAT SHUTTLE SERVICE RECOMMENDATIONS

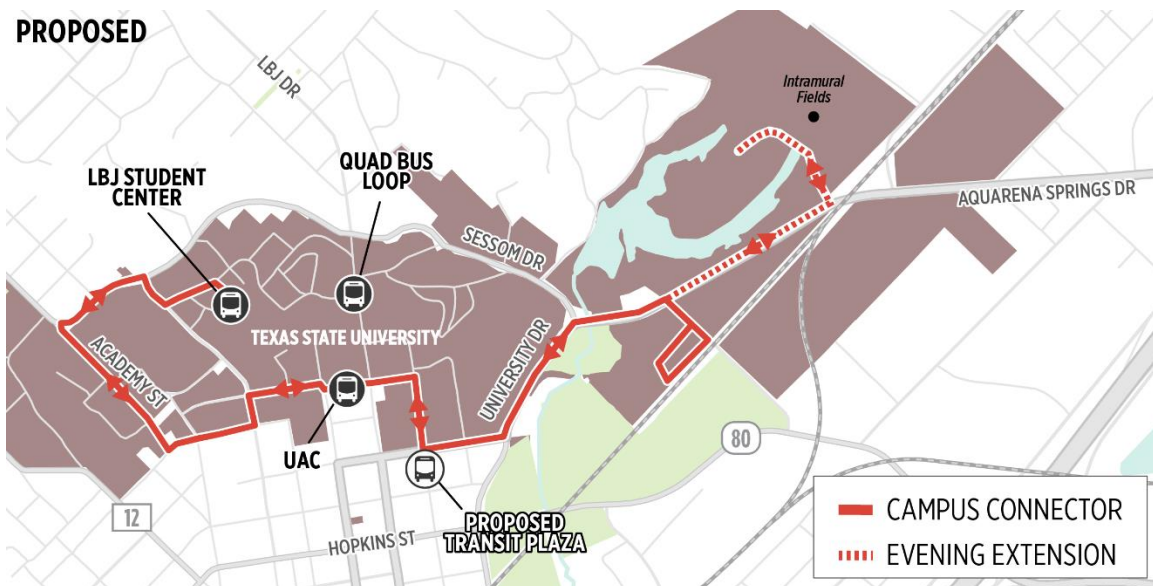
The existing Bobcat Shuttle Campus Loop is a one-way loop route that operates in a counter-clockwise direction along the edge of the University's main campus. The round-trip travel time for the route is approximately 24-30 minutes. The route uses 3 buses from Monday to Thursday during peak periods and 1-2 buses during the evenings from Monday to Thursday and on Friday.

Realigning the route would create direct, two-way service between the LBJ Student Center and University Events Center (UEC)/Coliseum Lot with intermediate stops at the Student Recreation Center, Undergraduate Academic Center, and Proposed Transit Plaza. This change would eliminate the need for the Bobcat Village to stop at the UEC/Coliseum Lot. The proposed Campus Connector could also be extended to the new Intramural Sports Fields during the evening. Service to the Quad Loop was left out to free up bus bays for commuter routes and due to its short distance (1,200 feet) from the Undergraduate Academic Center.

### EXISTING



### PROPOSED





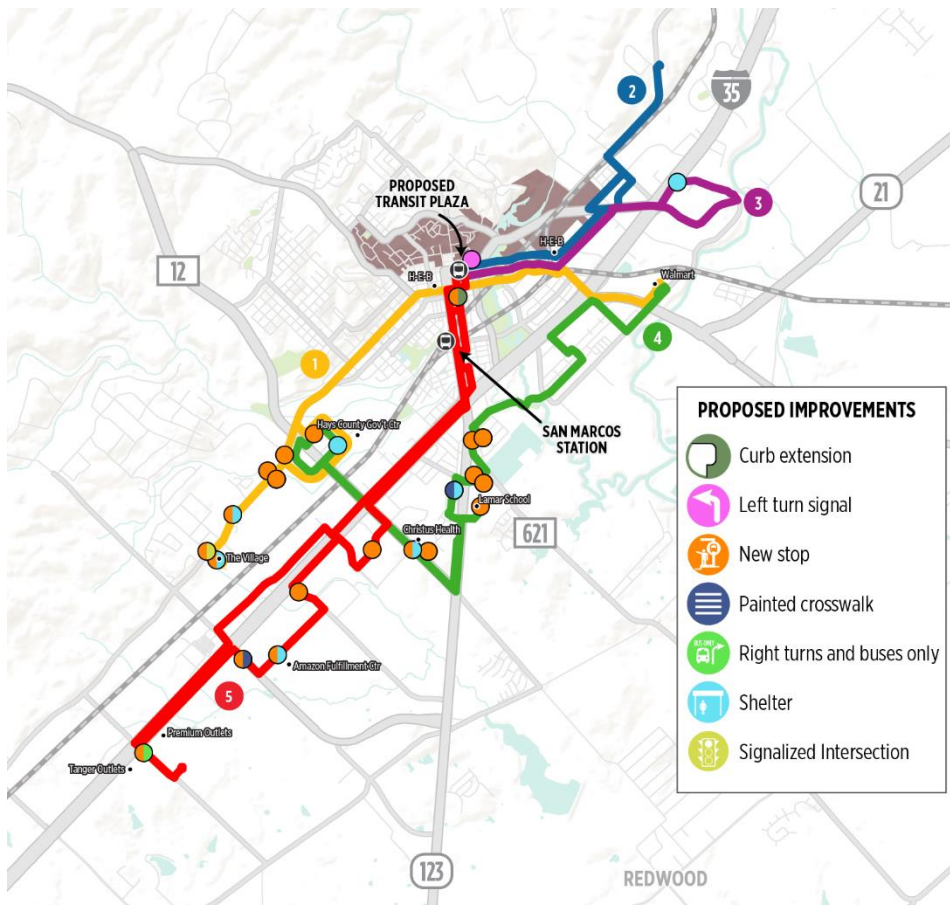
## 3 CAPITAL RECOMMENDATIONS

### INFRASTRUCTURE IMPROVEMENTS

This section details infrastructure improvements that will enhance transit service in San Marcos. The improvements fall into one of two categories:

- **Bus Stop Improvements** – Accessibility, safety, and comfort improvements at new and existing bus stops.
- **Traffic Improvements** – Improvements that reduce delay for buses and improves on-time performance.

Additional information regarding these improvements are detailed in this chapter.



## **Bus Stop Improvements**

### **New Signage and Poles**

Implementation of Phase 1 of the service plan requires the installation of 20 new stops and the removal of 26 existing stops. 87 existing stops would not be changed, resulting in a total of 107 stops. This total does not include existing Bobcat Shuttle stops on campus or private property.

New signage should be installed at all new and existing stops and include the following:

- Redesigned San Marcos Transit logo
- Unique panels/stickers for each route with route number and name
- Unique identification number, which can be used to access schedule information
- Customer service phone number and website address
- Americans with Disabilities Act (ADA)-accessibility requirements

Purchasing 140 new bus stops signs and 40 poles provides the City with additional materials for future expansion and replacement.



Existing San Marcos Transit bus stop signage



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### New Stops

The following 20 new bus stops would require new concrete landing pads, signage, and in some cases, the installation of a bus shelter.

Stop Location	Route(s)	New Shelter?
Hunter Rd @ Stagecoach Trail (NB)	1, 7	
Dutton Dr @ Purgatory Creek Apartments	1, 4	
Hunter Rd @ Willow Springs Dr (SB)	1, 7	
Hunter Rd @ Willow Springs Dr (NB)	1, 7	
Hunter Rd @ Mariposa Apartment Homes	1	X
Reimer Ave @ San Marcos WIC	1	X
Reimer Ave @ Hunter Rd	1	
Wonder World Dr @ Sadler Dr (WB)	4	
Wonder World Dr @ Sadler Dr (EB)	4	X
De Zavala Dr @ Lamar School	4	
Broadway St @ Owen Goodnight Middle	4	
Broadway St @ Bonham School	4	
Laredo St @ Staples Rd (EB)	4	
Laredo St @ Staples Rd (WB)	4	
South LBJ Dr @ E San Antonio St	5	
Centerpoint Rd @ Tanger Outlets	5	
McCarty Ln @ Embassy Suites	5	
Leah Ave @ Amazon Fulfillment Center	5	X
Hays Co Civic Center Rd @ Comfort Inn	5	
Leah Ave @ University Club Apartments	5	

### New Shelters

In addition to the four new bus stops that require a shelter, three existing bus stops require a shelter based on anticipated ridership.

Stop Location	Route(s)
South Stagecoach Trail @ Dutton Dr	1, 4
Uhland Rd @ County Rd	3
Parker Dr @ Sunrise Village (NB)	4

## **Bus Stop Accessibility**

Several existing and new bus stops require varying levels of accessibility improvements. For cost estimation purposes, accessibility improvements are identified as a Level 1, 2, or 3 investment in the summary table at the end of this section.

Level 1 investments require minimal concrete flatwork. Level 2 investments require minimal concrete flatwork and/or a connecting sidewalk. Level 3 investments require more significant upgrades. The complete bus stop accessibility assessment is included in the Appendix C.

## **New Crosswalks**

The installation of new crosswalks is recommended at the following locations to improve pedestrian access and safety:

- Del Sol Drive at Sunrise Village Apartments
- McCarty Lane at Embassy Suites Hotel near North I-35 Frontage Road

These crosswalks could simply be painted or equipped with a pedestrian-activated flashing beacon to alert drivers to the presence of pedestrians wishing to cross the street.



Example of a mid-block crosswalk at a bus stop

## **Traffic Improvements**

Traffic improvements are designed to reduce delay for buses and improve on-time performance. Three traffic improvements were identified, described below:

### **University Drive and Edward Gary Street: Dedicated Left Turn Phase and Signal**

At the westbound approach to the intersection of University Drive and Edward Gary Street, left turns are currently permissive (i.e., vehicles must wait until all opposing traffic clears the intersection before executing a turn). With the relocation of the transit center, there will be buses executing this maneuver that would be negatively impacted by this delay. As such, it is recommended that the city examine the possibility of introducing a protective/permissive signal phase for this approach, and if deemed appropriate, install appropriate equipment to implement.

### **Hunter Road and Reimer Avenue: New Traffic Signal**

The Village at San Marcos is a campus accommodating a variety of social service agencies. Pedestrian access to the campus is extremely limited due to a lack of sidewalks along Hunter Road and the lack of a traffic signal. Auto access to the campus is also challenging due to the lack of a signal light at Hunter Road and Reimer, creating unsafe left turns crossing Hunter Road with limited sight distance to the southwest.

By extending Route 1 to the Village of San Marcos, buses would need to execute a left turn from Hunter Road onto Reimer Avenue and a right turn from Reimer Avenue onto Hunter Road. Given the pedestrian and auto challenges at this intersection, it is recommended that the city examine the possibility of installing a traffic signal or other appropriate measures.

### **Centerpoint Road at Tanger Outlets: Right Turn Bus Exemption Signage**

On Centerpoint Road heading eastbound, before the Tanger Outlets driveway, a new bus stop is being proposed in the existing right turn lane. Since the far side of the intersection has two receiving lanes, the bus can feasibly pass through the intersection without needing to merge back into the through traffic lane. Allowing the bus to execute this maneuver would reduce delay and improve schedule adherence. The installation of “Right Turn Must Turn Right” and “Except Buses” signage (MUTCD R3-7R & R3-1B) is recommended.

## **DOWNTOWN TRANSIT PLAZA**

A new transit plaza is recommended for the western side of Edward Gary Street between University Drive and Hutchison Street, on the eastern edge of downtown San Marcos. This location is directly adjacent to Texas State University and the recently constructed City of San Marcos mobility hub on Hutchison Street.

Reorienting San Marcos Transit routes to downtown will improve local transit access to Texas State University and downtown employment/retail/entertainment/recreational destinations. The proposed downtown transit plaza is located directly south of Texas State University's Edward Gary Street Garage, which is open to the public and could be marketed along with CARTS Interurban bus service to San Marcos residents commuting to Austin.

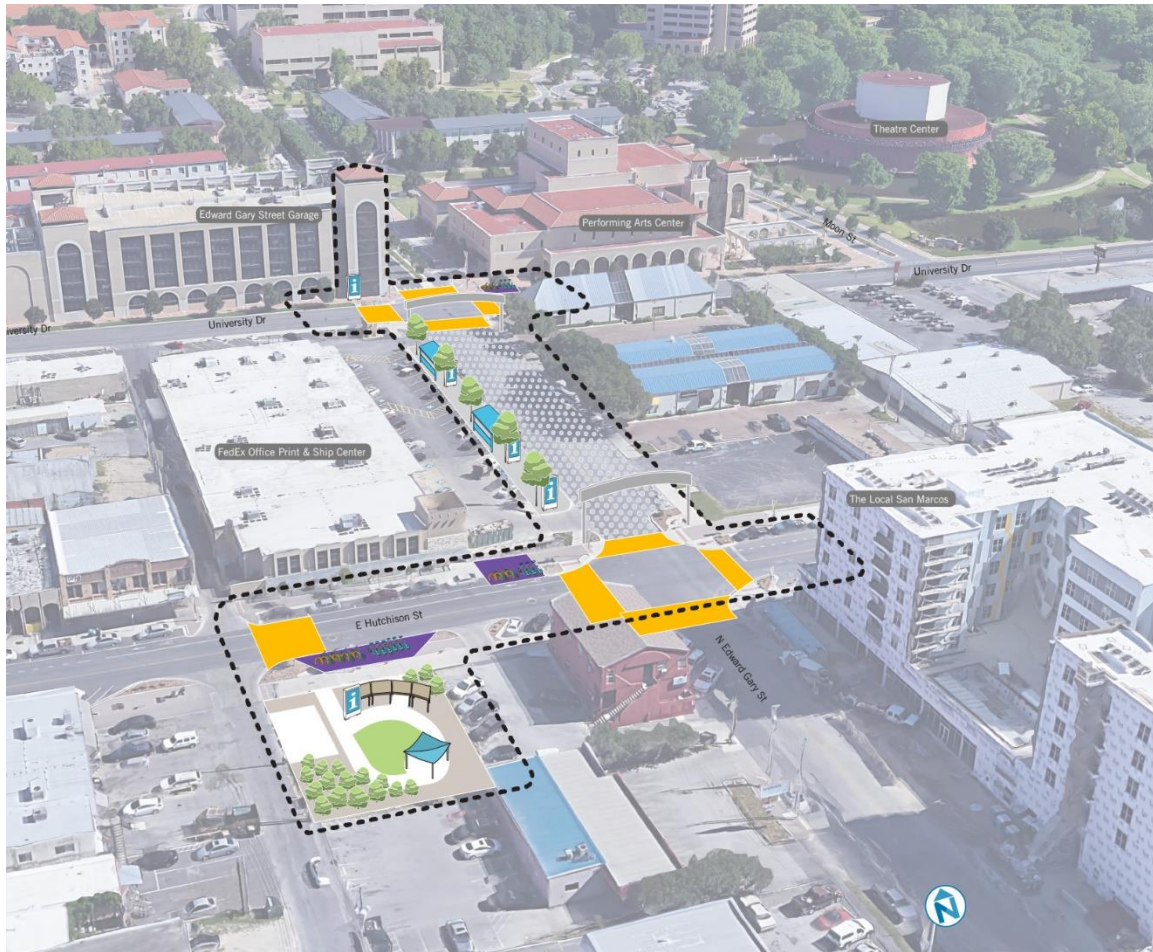
Additional potential enhancements to the downtown transit plaza include:

- Street trees to complement bus stop shelters and reduce urban heat island effect
- Highly-visible crosswalks and pavement markings to maximize pedestrian safety
- Wayfinding and real-time arrival displays to inform transit riders and visitors
- Bike racks to promote multimodal transportation options
- Placemaking features such as entry archways and public art
- A restroom for bus operators (leased or newly constructed)
- Customer service center for transit riders (leased or newly constructed)

The southbound bus stops along Edward Gary Street provide sufficient curb space for San Marcos Transit and CARTS Interurban buses. Inbound Bobcat Shuttle buses should use the northbound bus stop along Edward Gary Street. Additional bus stops along University Drive and/or Hutchison Street could be added for Bobcat Shuttle routes, if desired.



## Proposed Downtown Transit Plaza



### Transit Plaza Enhancement Opportunities



- Support bus operations, rider experience, and communications
- Extend beyond transit plaza to nearby sites (mobility hub and parking garage)

### Bike and Pedestrian Enhancements



- Provide easy-to-find bike storage on Hutchinson
- Prioritize buses and pedestrians/riders on Edward Gary

### Crosswalks & Pavement Treatments



- Highly-visible and attractive pavement treatments to support pedestrian access
- Function as traffic calming tools, wayfinding tools, and placemaking features

**Existing Edward Gary Street between University Drive and Hutchison Street**

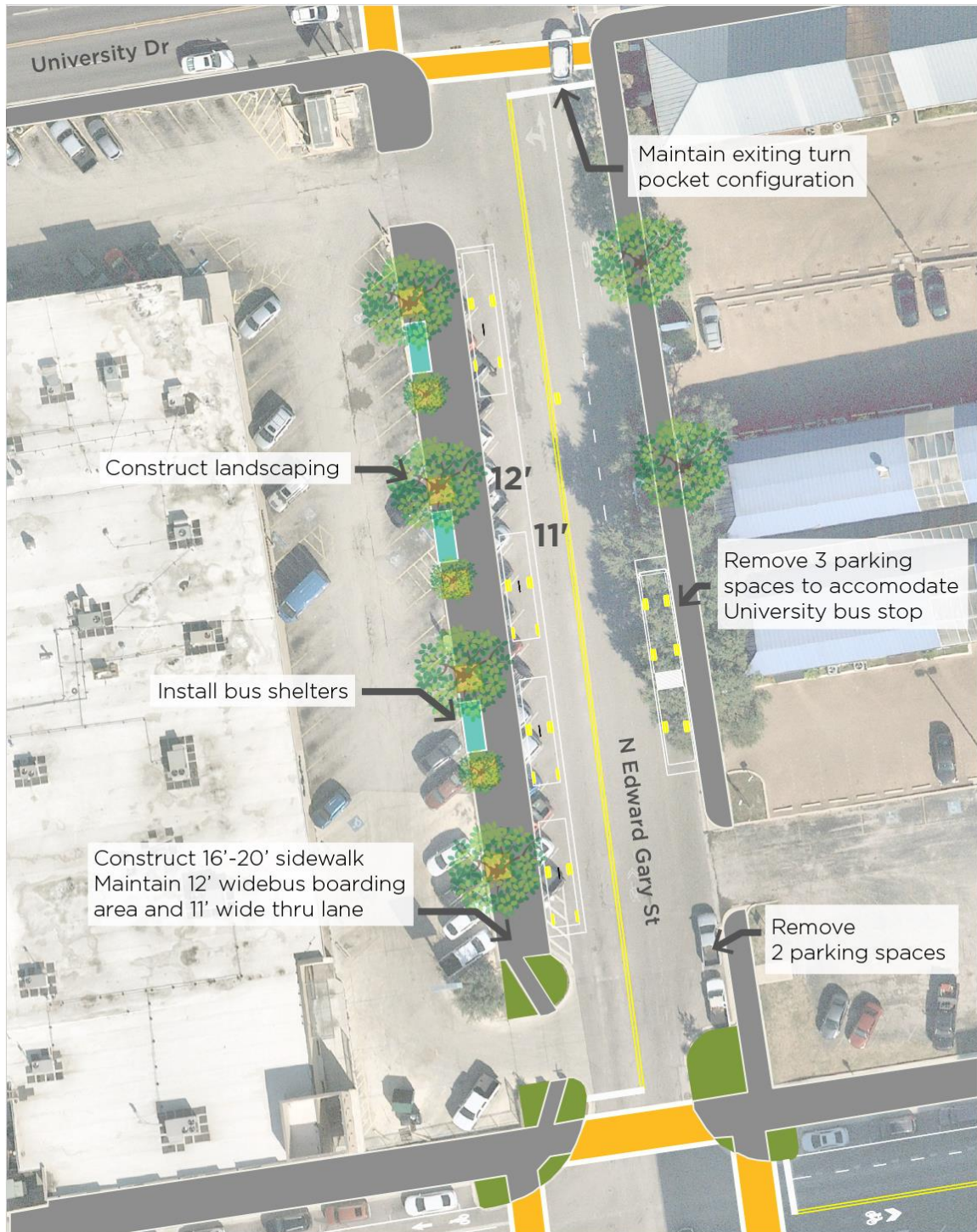


**Proposed Downtown Transit Plaza**





## Proposed Downtown Transit Plaza Site Plan





## CITY OF SAN MARCOS FLEET

The expansion of fixed-route and paratransit bus service in San Marcos will require additional vehicles. This section forecasts San Marcos' fleet needs in the next five years.

### Vehicle Types

The San Marcos Transit and Paratransit fleets are comprised of 30' small-size, heavy-duty Texas Low-Emission Diesel (TxLED) fuel buses and 25' light-duty gasoline fuel cutaways. The heavy-duty buses have approximately 32 seats and accommodate two wheelchairs. The light-duty cutaways used in transit service have approximately 18 seats and also accommodate two wheelchairs. The light-duty cutaways used in paratransit service have 16 seats and accommodate four wheelchairs. All transit vehicles are equipped with two-position bike racks.

#### 30' Small-Size, Heavy-Duty Transit Bus

Category	Specification
Typical use	Moderate-demand fixed-route service
Length	30 feet
Fuel	Diesel
Seats	27-32
Wheelchair capacity	2
Minimum useful life	10 years or 350,000 miles <sup>1</sup>
Typical cost	\$350,000



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<sup>1</sup> Federal Transit Administration. November 1, 2008. *Circular FTA C 5010.1D*. p. IV-17.  
<[https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/C\\_5010\\_1D\\_Finalpub.pdf](https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/C_5010_1D_Finalpub.pdf)>

## 25' Light-Duty Cutaway

Category	Specification
Typical use	Low-demand fixed-route or demand-response service
Length	22-26 feet
Fuel	Varies
Seats	16-18
Wheelchair capacity	2-4
Minimum useful life	4 years or 100,000 miles <sup>2</sup>
Typical cost	\$100,000



Image source: Capital Area Rural Transportation System

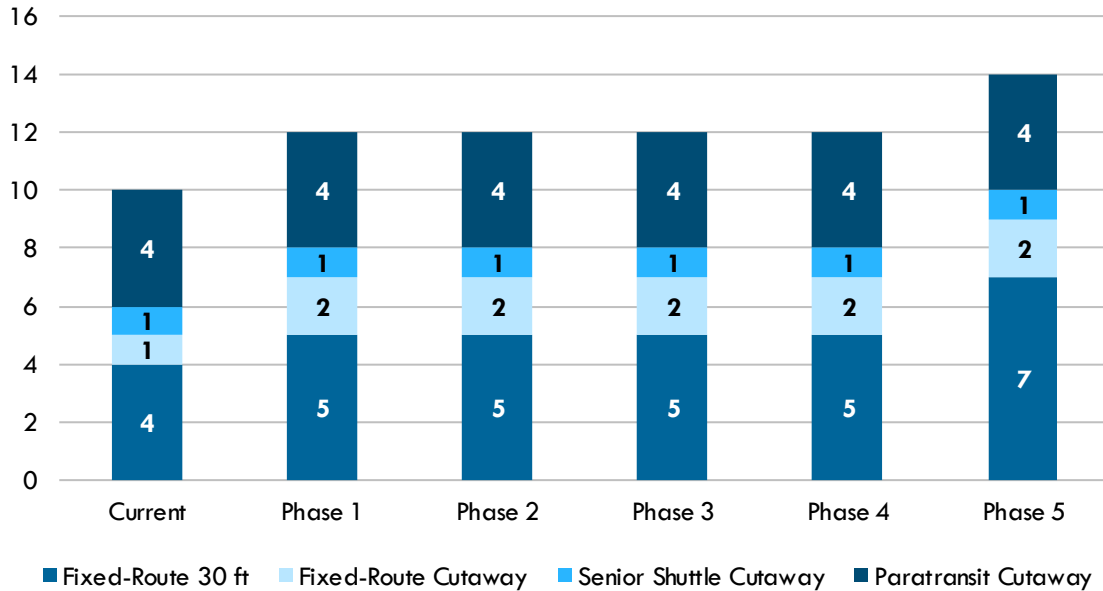
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<sup>2</sup> Federal Transit Administration. November 1, 2008. *Circular FTA C 5010.1D*. p. IV-17.  
<[https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/C\\_5010\\_1D\\_Finalpub.pdf](https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/C_5010_1D_Finalpub.pdf)>

## Fleet Expansion

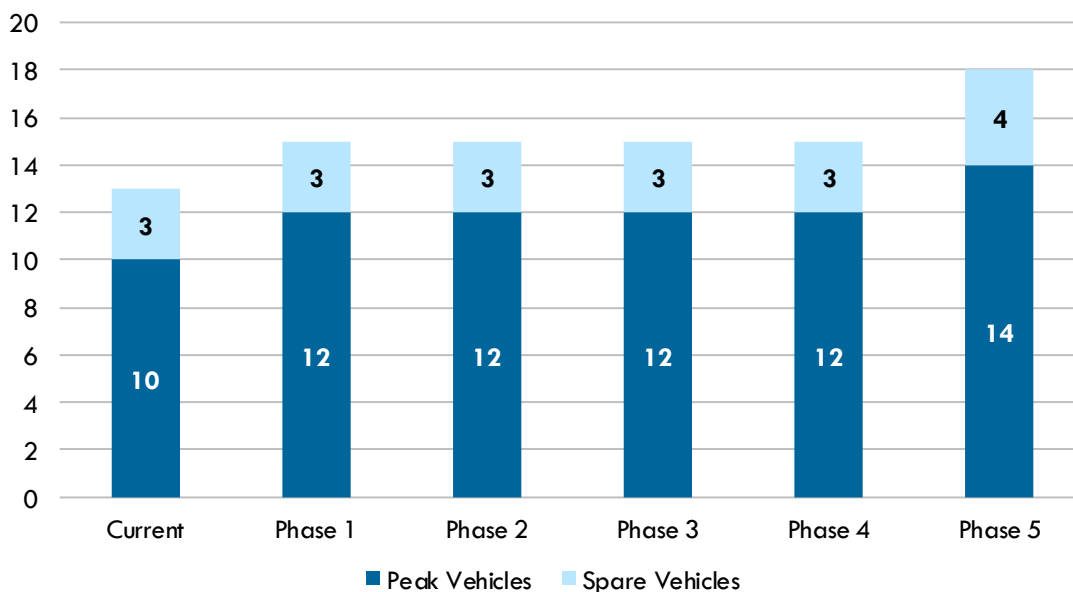
Phase 1 of the service plan requires two additional fixed-route peak vehicles. Phase 5 of the service plan also requires two additional fixed-route peak vehicles.

### Peak Vehicle Needs



In addition to peak vehicles, spare vehicles are also included in the following fleet plan. A minimum spare ratio of 20% is assumed.

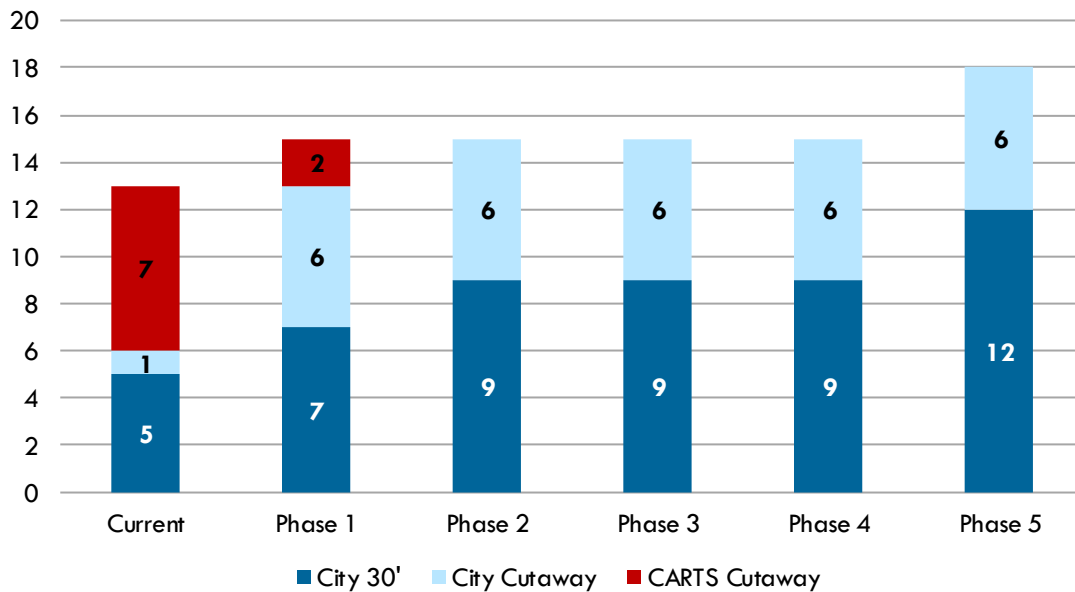
### Peak and Spare Vehicle Needs



## A Locally Owned Fleet

As the City of San Marcos continues to grow, so will its transit needs. To provide local public transit efficiently and ensure nimble operations that best serve the greater San Marcos community, the city plans to own its entire fleet of vehicles. Owning the fleet, instead of relying on interlocal fleet-sharing agreements or leases, will allow the city to be more responsive to community transit demands and exert more control over vehicle maintenance and replacement.

### Fleet Transition Plan





## TEXAS STATE UNIVERSITY FLEET

### Vehicle Types

Texas State University contracts with Transdev Management Services (Transdev) to operate Bobcat Shuttle service, which uses 44 40' heavy-duty transit buses, two 35' heavy-duty transit buses, and two light-duty cutaways. In recent years, Bobcat Shuttle has begun operating low-floor, 102"-wide buses. Texas State University anticipates transitioning their fleet to this vehicle type through future vehicle acquisitions.

Of the existing Bobcat Shuttle fleet, Texas State University owns one 40' bus, both 35' buses, and both cutaways. Transdev leases the remaining forty-three vehicles, all of which are dedicated to Bobcat Shuttle service.



Image sources: Texas State University

## Future Needs

In the coming 12 years, Texas State University plans to replace the entire Bobcat Shuttle fleet with a combination of low-floor, heavy-duty 40' and 60' buses. The 60' articulated vehicles would be assigned to routes with the highest passenger loads.

### Bobcat Shuttle Vehicle Replacement Needs

Year	60' Bus	40' Bus
2020	4	1
2021	4	6
2022	0	15
2023	0	15
2024	0	9
2025	0	10
2026	0	2
2027	0	0
2028	0	0
2029	0	0
2030	0	1

The City of San Marcos is willing to expend an undetermined portion of its Small Transit Intensive Cities (STIC) apportionment on vehicles used by Texas State University's Bobcat Shuttle service. Under such an arrangement, the City of San Marcos would retain ownership of the vehicles and Texas State University would be financially responsible for vehicle maintenance, labor, fuel, and insurance.

## TECHNOLOGY

Technology is rapidly changing the transit landscape. Improvements such as real-time arrival information have shifted customers' expectations about how and when they receive information. Recommendations to improve technology in San Marcos are described below.

### Provide Bus Tracking Mobile App

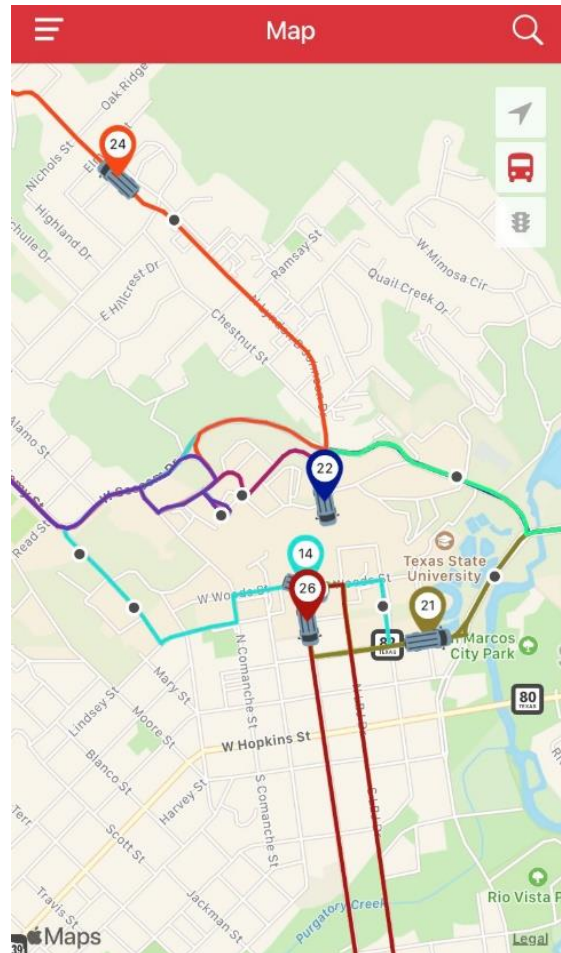
Many transit providers use global positioning system (GPS) technology to track buses and provide riders with real-time arrival information, which has been shown to reduce perceived waiting times. Bobcat Shuttle currently utilizes the DoubleMap app to provide the estimated time until the next bus arrival.

San Marcos Transit should work to incorporate all local routes into the same platform as Bobcat Shuttle to improve trip planning for all riders.

### Provide Paratransit Mobile App

Currently, San Marcos paratransit riders must call CARTS to schedule a ride. Reservations must be received prior to 4:00 p.m. for next day service. Rides can be scheduled from the day before a trip up to two weeks before your trip. Riders have a 30-minute pickup window in which they must be ready, and cancellations must be made by phone at least one hour before the start of the pick-up window.

Introducing a paratransit mobile app would increase scheduling options by making it easier to request or cancel a trip for many riders. A paratransit mobile app would also increase flexibility and reduce wait times by providing riders with an estimated arrival time rather than a 30-minute pickup window.





## **FUTURE OPERATIONS AND MAINTENANCE FACILITY**

To support future transit operations, the City of San Marcos is considering developing a dedicated transit facility with administrative, maintenance, operations, and storage areas. Because Texas State University also operates a significant number of transit buses in San Marcos, there is an option for Bobcat Shuttle to share a future transit facility with the City of San Marcos, or to contract maintenance, storage, and/or operations with that facility. Below are planning-level facility size estimates for two versions of a future San Marcos Transit facility:

- **Option 1:** Joint city-university facility that serves the needs of both San Marcos Transit and Bobcat Shuttle.
- **Option 2:** City of San Marcos-only facility that is smaller than a joint facility and serves only San Marcos Transit.

Although these estimates are planning-level only and would need to be examined in more detail prior to site selection, they show that Option 1 would likely involve a site twice the size of that required for Option 2. These estimates were developed using prior experience on other projects, as well as recent guidance from the FTA on facility sizing.

Further study is required to develop cost estimates for an operations and maintenance facility.  
Orchard

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**Planning-Level Estimated Facility Size for Option 1 & Option 2 Facilities**

Site Element	Option 1 Area (sq. ft.)	Option 2 Area (sq. ft.)
<b>Maintenance Building</b>		
Repair bays	14,400	3,200
Interior cleaning bays	1,000	1,000
Stockroom (with dock)	2,000	1,000
Shop areas and support space	6,000	1,500
<b>Subtotal</b>	<b>23,400</b>	<b>6,700</b>
<b>Exterior Facilities</b>		
Bus wash	2,500	2,500
Pre-trip service bays	2,000	1,000
Fueling bays	2,000	1,000
Fuel storage	3,000	3,000
Bus and support vehicle parking spaces	80,000	20,000
Employee/visitor parking spaces	32,000	8,000
<b>Subtotal</b>	<b>121,500</b>	<b>35,500</b>
<b>Operations Office</b>		
Offices	8,600	8,600
Restrooms	500	500
Kitchen	400	400
Storage	100	100
Small conference room	400	400
<b>Subtotal</b>	<b>10,000</b>	<b>10,000</b>
<b>Operator Lounge &amp; Amenities</b>		
Lounge	2,000	2,000
Restrooms	1,000	1,000
Kitchen	500	500
Lockers and changing rooms	500	500
Small gym	1,000	1,000
<b>Subtotal</b>	<b>5,000</b>	<b>5,000</b>
<b>Circulation Areas</b>	<b>300,000</b>	<b>120,000</b>
<b>Stormwater Management</b>	<b>43,560</b>	<b>21,780</b>
<b>Total (square feet)</b>	<b>503,460</b>	<b>198,980</b>
<b>Total (acres)</b>	<b>11.56</b>	<b>4.57</b>

## **Facility Site Evaluation Criteria**

To select an optimal location for a future San Marcos Transit operations and maintenance facility, an in-depth suitability analysis is needed. As a part of this suitability analysis, the following primary criteria should be considered. In addition to these primary criteria, it is likely context-specific secondary criteria would also be considered, such as satisfying local budgetary restrictions and considering the impacts of climate change on future local weather hazards.

### **Geography**

- Parcel(s) should satisfy minimum size requirements and be an appropriate shape to accommodate planned uses.
- Parcel(s) should be within five miles of downtown San Marcos and Texas State University, and ideally within 30 minutes driving time of any single stop in the San Marcos system.
- Parcel(s) should be located on or near a main arterial to facilitate efficient access to downtown San Marcos and Texas State University. If located on a main arterial, the parcel(s) street network should have (or be able to have) safe access for vehicles turning onto and off the arterial.

### **Land Use**

- Parcel(s) should be in an area with appropriate zoning, which may include commercial, public and institutional, or industrial.
- Parcel(s) should be compatible with adjacent land uses and the community's plans for smart growth.

### **Financial**

- **Total Parcel Value:** Local property value data should be used to estimate the parcel value. The total cost of the property is an important criterion for understanding the financing and budgeting implications of a potential site.
- **Parcel Value per Acre:** Because parcels will likely vary in size and may not be available in a size that perfectly matches the planned facility footprint, the value of any parcel should also be evaluated on a per-acre basis. The per-acre cost of the property is an important criterion that ensures the City of San Marcos does not overpay for any acquired parcel.

## **4 POLICY RECOMMENDATIONS**

### **ELIMINATION OF FARES**

Eliminating on-board fare collection is an operating practice that more transit agencies across the United States are adopting. While different agencies call it different things (e.g., prepaid fares, fare free transit), it means the same thing: no fares are collected when passengers board the transit vehicle. Agencies that institute this practice compensate for the loss of fare revenue in a variety of ways, including implementation of a dedicated funding source, sponsorship, or contributions from a municipality's general fund.

This practice has a wide range of costs and benefits. Some of the benefits for this practice include the following. It is important to note that while it is also possible to realize travel time and dwell time savings through this practice, in many instances, the corresponding ridership increase often negates any initial time savings that is experienced.

- Removes a negative barrier to using the transit system, thus encouraging new people to try transit and for existing riders to use the system as much as they need without worrying about being able to afford each ride
- Integrates social equity in transportation, by providing transportation benefits to people that may need it most for accessing employment and school opportunities
- Eliminates conflicts at the farebox and associated assaults on the bus operator
- Increases ridership of the service, thus making the existing system more productive
- Reduces operating costs associated with processing fares, issuing passes, and maintaining fareboxes
- Reduces capital costs with vehicle procurement by eliminating the need to purchase fareboxes

## Case Studies

This section highlights the experiences of three transit agencies that eliminated on-board fare collection.



### Chapel Hill Transit (CHT), Chapel Hill, NC

CHT transitioned from charging fares to operating with a prepaid fare in 2002, funded through an agreement with the Town of Chapel Hill, Town of Carrboro, and University of North Carolina (UNC). Shortly after this change, annual ridership began to increase and ultimately doubled in 10 years. CHT credits this growth in part to its decision to operate fare free.



### Corvallis Transit System (CTS), Corvallis, OR

CTS began operating with prepaid fares in 2011, funded through a Transit Operations Fee (TOF) on utility services. The change was linked to a 43% increase in ridership within the first two months with no increase in service hours.



### Missoula Urban Transportation District (Mountain Line), Missoula, MT

In January of 2015, all fares on Mountain Line were eliminated for a three year zero-fare demonstration project funded by community partners. After community investment replaced fare revenue, ridership increased about 30-40%. The zero-fare policy continues today and as of March 2019, the agency had 24 funding partners, with a goal of 40.

## Fare Free Cost/Benefit for San Marcos

Aside from the reasons outlined earlier, there are several other local compelling reasons for eliminating on-board fare collection, as outlined below:

- **Fares cover only a small portion of operating costs:** Between 2015 and 2018 under normal operations, the City of San Marcos collected between \$58,000 to \$71,000 in fares annually for both fixed route and paratransit services. During the same time frame, fares covered less than 5% of annual operating costs, lower than most peer transit systems. Given the cost to maintain the fareboxes, collect and count the fares, and print and distribute fare media, there is very minimal return on that investment.
- **Makes fleet integration with Texas State University's Bobcat Shuttle easier:** This study recommends the integration of the bus fleet used by the Texas State University Bobcat Shuttle buses and the City of San Marcos. Since the Bobcat Shuttles does not collect fares, discontinuing on-board fare collection for the City of San Marcos will eliminate the need to purchase and install fareboxes on the Bobcat Shuttle fleet.
- **The City of San Marcos is already operating without on-board fare collection:** During the COVID-19 pandemic, the City of San Marcos has elected to waive fare collection to reduce interactions between drivers and passengers. While unexpected, this pilot is giving the city the chance to test out the process and, if the results/feedback is positive, could be an easy transition to a permanent policy.
- **Going to Fare-Free would generate positive publicity and ridership:** Currently, there is no transit agency in Texas that is operating without on-board fare collection. Eliminating the on-board fares would generate positive news for transit in San Marcos and possibly spur some ridership gains.

## PARATRANSIT POLICY

### Overview

This section covers the analysis performed on the San Marcos paratransit system. It is important to note that all analyses that were performed relied on data obtained prior to the COVID-19 pandemic. No adjustments to account for the pandemic were made and as such, the analyses presented in this chapter can be considered a conservative estimate.

Currently, the San Marcos paratransit service area encompasses the San Marcos city limits plus a  $\frac{3}{4}$  mile buffer around the city's fixed route network. This definition is more generous than the minimum  $\frac{3}{4}$  mile buffer around the fixed route established by the Americans with Disabilities Act. In addition to a more generous paratransit service area, San Marcos also allows persons age 65 and older to use the paratransit service, regardless of whether they have a qualifying disability.

University fixed-route transportation systems such as the Bobcat Shuttle are classified as "commuter bus" service per Section 37.25<sup>3</sup> of the Americans with Disabilities Act, and therefore, does not require the provision of complementary paratransit. While Texas State University may be exempted now, the matter will require additional research and discussion when the University pursues FTA grantee status.

### Paratransit Scenarios

This analysis focuses on quantifying the impact on ridership and operations & maintenance (O&M) costs that would result from implementing each of two scenarios to complement the proposed fixed-route network, described below. In both scenarios, seniors aged 65 and older would continue to have access to paratransit service. In addition, both scenarios assume that San Marcos discontinues on-board fare collection for paratransit trips, to align with the proposed systemwide elimination of on-board fares.

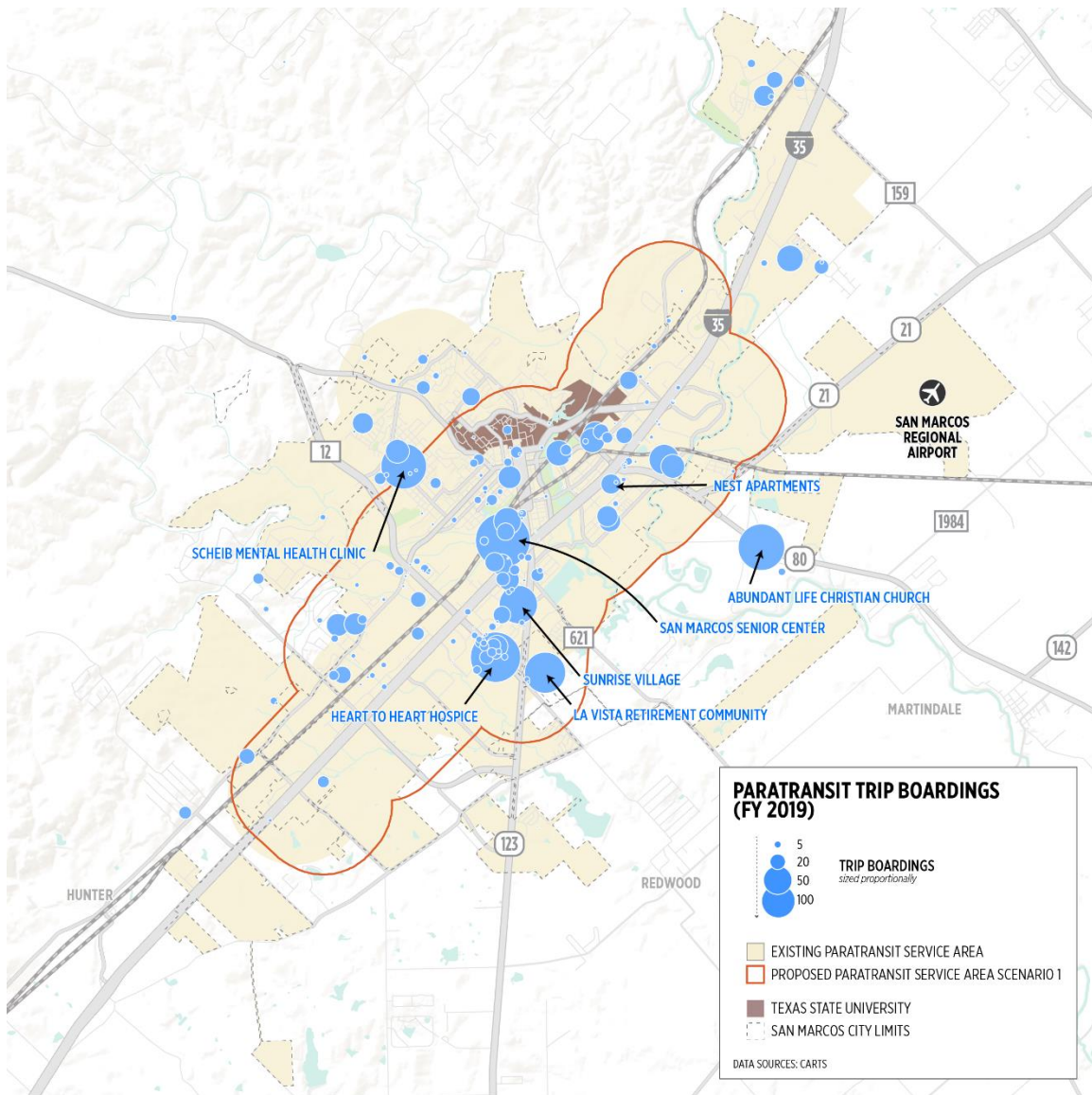
- **Paratransit Scenario 1** analyzes the impact of changing the paratransit policy to only serve trips within  $\frac{3}{4}$  mile of the proposed fixed route network. This would remove areas that are within San Marcos city limits from the paratransit service area.
- **Paratransit Scenario 2** assumes that the existing paratransit policy remains in place, with the service area boundary adjusted to include areas outside of city limits that are within a  $\frac{3}{4}$  mile buffer of the proposed fixed route network. A small area that is outside of city limits but within  $\frac{3}{4}$  mile of the existing fixed-route network would lose service, however no trips were generated from this area in FY 2019.

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<sup>3</sup> <https://www.transit.dot.gov/regulations-and-guidance/civil-rights-ada/part-37-transportation-services-individuals-disabilities#sec.37.25>

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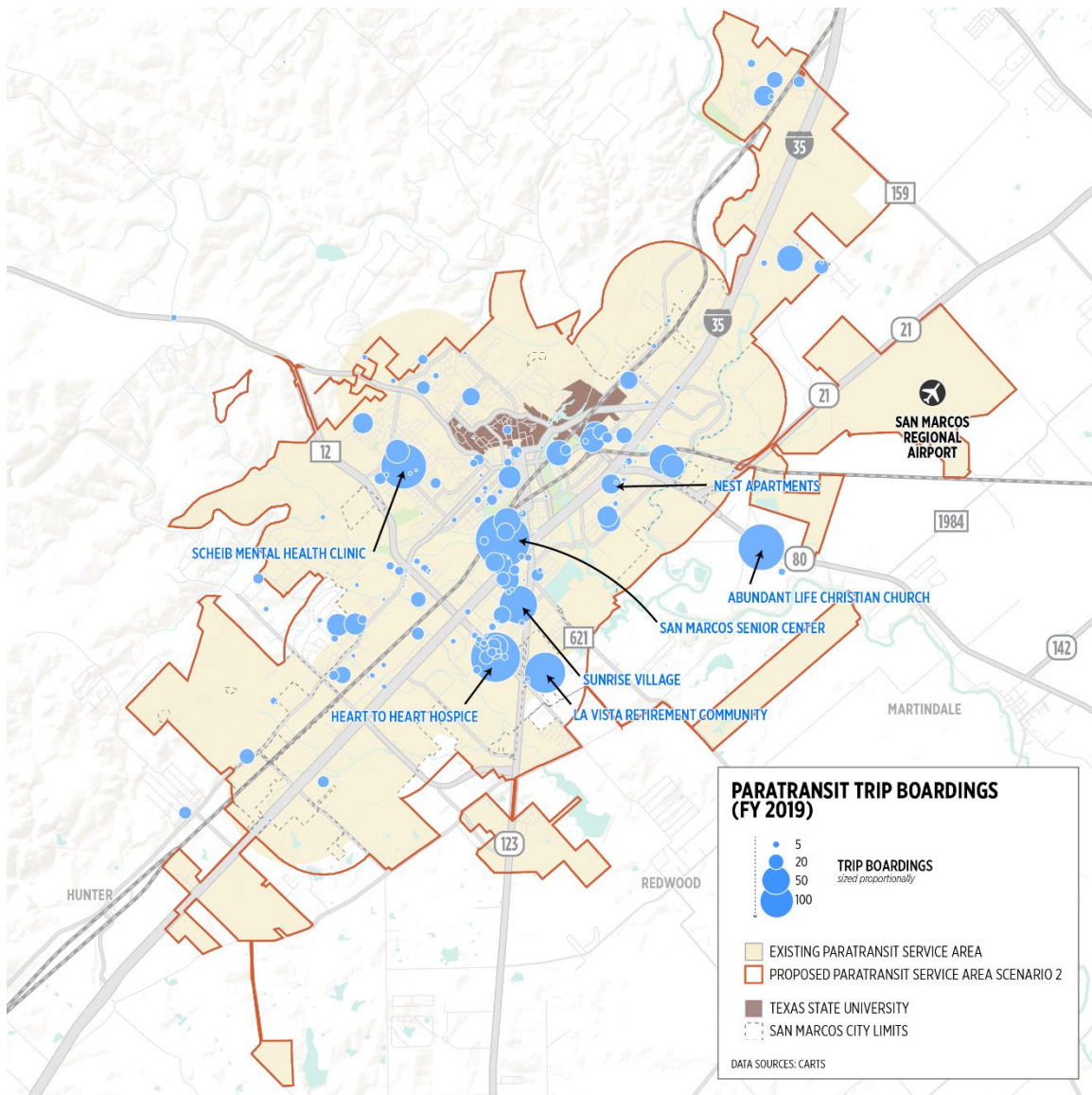
**Paratransit Scenario 1 Service Area and FY2019 Paratransit Ridership**





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**Paratransit Scenario 2 Service Area and FY2019 Paratransit Ridership**



## Paratransit Scenario Analysis

In Scenario 1, the reduction in service area would result in an estimated 27% decrease in ridership, which would likely allow the city to reduce its operating costs. In Scenario 2, the change to the paratransit service alone area would result in a minor increase in ridership (estimated at less than 1%), which can be accommodated within the existing system capacity.

To estimate the impacts of eliminating fares, data from two paratransit systems that recently enacted such a policy (Mountain Line – Missoula, MT and Chapel Hill Transit – Chapel Hill, NC) were used. When on-board fares are eliminated, ridership demand can be expected to increase between 23% and 41% on paratransit service. The following table shows the estimated change in ridership, revenue hours, operating cost, and vehicle needs associated with a low- and high-level increase resulting from the elimination of fares. By reducing the paratransit service area in Scenario 1, existing service levels would be able to accommodate the increase in demand, even at a high level. The only associated cost would be the loss of fare revenue. If a low level of ridership increase is associated with the elimination of on-board fares, it is possible that paratransit revenue hours could be reduced, saving approximately \$68,000 annually.

Scenario 2, with no changes to the existing service area policy, would require between \$94,000 and \$175,000 in additional operating funds to accommodate ridership increases. Ridership levels associated with a high-end response to the elimination of fares would also require the addition of one vehicle to provide additional capacity at peak times.

### Paratransit Scenarios Ridership and Cost Projections

	Existing	Scenario 1		Scenario 2	
	FY19	Low End	High End	Low End	High End
<b>Ridership</b>	18,300	16,100	18,400	22,600	25,800
<b>Revenue Hours</b>	6,700	5,700	6,700	7,700	8,700
<b>Operating Cost (\$80/hour)</b>	\$536,000	\$455,000	\$536,000	\$617,000	\$698,000
<b>Fare Revenue</b>	\$13,000	\$0	\$0	\$0	\$0
<b>Net Operating Cost</b>	\$523,000	\$455,000	\$536,000	\$617,000	\$698,000
<b>Change in Operating Cost</b>	N/A	(\$68,000)	\$13,000	\$94,000	\$175,000
<b>Peak Vehicle Needs</b>	4	4	4	4	5

## **Paratransit Recommendations**

The City of San Marcos currently has a generous paratransit service boundary that consists of city limits plus  $\frac{3}{4}$  mile buffer around the city's fixed route network. The city also has a generous eligibility criterion that allows persons age 65 and older to use the paratransit service, regardless of whether they have a qualifying disability. As part of this comprehensive transit system evaluation, there is the opportunity to enact new policies to reduce costs and ensure the system is benefitting the people that need it the most.

It is recommended that the City of San Marcos adopt Paratransit Scenario 1 and restrict its service area to a  $\frac{3}{4}$  mile buffer. While this will affect approximately 27% of all paratransit trips (assuming no grandfathering), this policy change should allow the city to accommodate any ridership increase brought on by the elimination of on-board fares with minimal change in O&M cost (and possibly even some cost savings).

The impact of restricting paratransit eligibility to only individuals with a qualifying disability was not examined due to the lack of data; however, it can be layered in with the service area change to further reduce O&M costs.

## **MARKETING AND COMMUNICATIONS**

Strong marketing and communications efforts play a key role in gaining new riders as well as retaining current customer satisfaction. Enhancing marketing and communications efforts can also build support from community members, local businesses, and partner agencies. Recommended marketing and communications enhancements are described below:

### **Website**

A combined standalone website for both agencies should be developed. A standalone website allows for development of new technologies that support transit riders including trip planners and reporting tools.

### **Social Media**

A strong social media plan can help keep information relevant and up to date for transit riders. Key information including news, schedules, route information, rider alerts, and rider guides can be easily disseminated to riders through social media platforms such as Twitter, Instagram, and Facebook.

### **Print Media**

Print media including schedules and maps are important communication tools in that they are accessible to people of all ages. Text should be large, appropriately spaced, and use a colorblind-friendly spectrum.

### **Advertising**

Advertising is an important communications tool. Marketing can be targeted by neighborhood along each route especially in areas within a ¼ mile watershed of bus stops. News about notable activities including service changes, awards, and performance can be posted in local community media including newspapers, television and radio stations, and newsletters.

### **Translation**

Translation of materials including maps, schedules, and service alerts is important in increasing access to transit. Additionally, translators can be hired for community outreach events.

### **Education**

Individualized marketing campaigns can be brought to neighborhoods to offer materials that will encourage transit use and bolster confidence in residents who are not as familiar with the existing transit system.

### **Marketing & Communication**

Comprehensive and consistent marketing and communication are necessary to ensure a positive perception of transit to the community. Media relations, social media, marketing, and public outreach should be jointly managed by the City of San Marcos Communications staff and Texas State University Transportation Services.

## **BRANDING**

Developing a unified brand is a key component of developing a successful marketing strategy. By having a single name, logo, website, and identity, customers will be able to more seamlessly navigate transit service in San Marcos. The City and Texas State University should work together to develop a brand that reflects each entity yet portrays a better sense of cohesiveness.

The current Bobcat Shuttle and real-time sites serve as a strong guide for what a standalone combined website could look like. Bus stops, the proposed downtown transit plaza, and newly acquired vehicles would need to be updated with the unified branding. Additionally, all print media, social media, and advertising would need to be updated.

## **SERVICE CHANGES**

The purpose of establishing scheduled service changes for the City is to improve awareness and transparency around transit service decision making. Fall, spring, and summer are San Marcos' three key time periods regarding service changes.

During the fall, University Express service ramps up and major service changes to local and express service are implemented at the start of the fall semester which runs from August to December. Minor schedule and route adjustments to local and express service are implemented at the start of spring semester (January-May).

Express service ramps down during summer semester which runs from June through August. In addition to the three major service change periods, there are service adjustments during special events such as semester exams, gamedays, and commencement ceremonies.

## **COORDINATION**

The following actions are needed to coordinate San Marcos Transit and Bobcat Shuttle systems:

- Develop an Interlocal Agreement between the City and the University
- Develop a single brand for both systems
- Sign a long-term contract with a third-party transportation provider
- Potential FTA grantee status for the University as they desire access to transit grant funds

## **STAFFING**

Existing staffing levels are not adequate to meet administrative and grants compliance requirements. An additional full-time employee is needed to support the Transit Manager with the procurement, compliance, and reporting requirements of FTA grants. As the two transit systems coordinate services and more grants are administered, more personnel or professional services will be required to assist with the workload.

## 5 FINANCIAL PLAN

### OPERATIONS PLAN

#### Fixed-Route Service

The following charts detail the annual revenue hours and costs needed to implement each phase of the service plan. An hourly rate of \$80 is assumed along with 50% FTA and local matches.

#### Fixed-Route Service Plan Annual Revenue Hours and Cost Estimates

Phase	Annual Revenue Hours	Hourly Route <sup>4</sup>	Total Cost	City Contribution
Existing	18,000	\$80	\$1,440,000	\$720,000
Phase 1	19,250	\$80	\$1,540,000	\$770,000
Phase 2	21,500	\$80	\$1,720,000	\$860,000
Phase 3	23,750	\$80	\$1,900,000	\$950,000
Phase 4	27,750	\$80	\$2,220,000	\$1,110,000
Phase 5	31,750	\$80	\$2,540,000	\$1,270,000

#### Paratransit Service

Currently, the San Marcos paratransit service area and eligibility exceed ADA minimums. Two scenarios were evaluated, both assuming that on-board fare collection is discontinued. Paratransit Scenario 1 reduces the paratransit service area to areas within  $\frac{3}{4}$  mile of the proposed fixed route network. Paratransit Scenario 2 extends the paratransit service area to areas within  $\frac{3}{4}$  mile of the proposed fixed route network and areas within city limits.

#### Paratransit Cost Estimates

	Existing	Scenario 1		Scenario 2	
	FY19	Low End	High End	Low End	High End
Operating Cost (\$80/hour)	\$536,000	\$455,000	\$536,000	\$617,000	\$698,000
Fare Revenue	\$13,000	\$0	\$0	\$0	\$0
Net Operating Cost	\$523,000	\$455,000	\$536,000	\$617,000	\$698,000
Change in Operating Cost	N/A	(\$68,000)	\$13,000	\$94,000	\$175,000

<sup>4</sup> Current fully allocated rate charged by CARTS



## 5-Year Operations Financial Plan

### City of San Marcos Transit and Paratransit Operating Costs

Phase	Transit	Paratransit Scenario 1	Total Cost
Phase 1	\$1,540,000	\$540,000	\$2,080,000
Phase 2	\$1,720,000	\$620,000	\$2,340,000
Phase 3	\$1,900,000	\$640,000	\$2,540,000
Phase 4	\$2,220,000	\$640,000	\$2,860,000
Phase 5	\$2,540,000	\$640,000	\$3,180,000

Projected revenues for transit and paratransit service include CARES (Coronavirus Aid, Relief, and Economic Security) Act funding, FTA 5307 formula funding, TxDOT urban formula funding, and a local contribution.

The FTA awarded the City of San Marcos with \$6,429,168 in CARES Act funding in April of 2020 for COVID-19 related expenses. The City of San Marcos programmed \$1,356,495 for FY20 and \$2,485,409 for FY21 operating expenses, resulting in a balance of \$2,587,264. At this time, discussions continue between the City and University on the best use of remaining CARES Act funding. Should the University become an FTA grantee, these funds could be utilized to support the University.

At this time, it is assumed that TxDOT urban formula funds will continue to be available at the same rate as recent years. FTA 5307 formula funding should be accessed after CARES Act funding is exhausted and requires a 50% local contribution.

For several years, the University has submitted a "voluntary" report to the National Transit Database. The reporting by the University has triggered additional FTA 5307 Small Transit Intensive City funding. These "STIC" funds are a valuable resource for the San Marcos urbanized area. The City and University continue to discuss the best use of these funds to enhance the seamless transit system.

While the primary source of local contribution is the City of San Marcos general fund, additional local partners such as Hays County, San Marcos Consolidated Independent School District, San Marcos Area Chamber of Commerce, and major employers such as H-E-B, Amazon, San Marcos Premium Outlets, and Tanger Outlets could also contribute, thus lowering the City's burden.

### City of San Marcos Projected Transit and Paratransit Operating Resources

Phase	CARES Act	FTA 5307	TxDOT Urban	Local Contribution	Total Resources
Phase 1	\$2,485,409	\$0	\$260,000	\$0	\$2,745,409
Phase 2	TBD	TBD	\$292,500	TBD	TBD
Phase 3	TBD	TBD	\$317,500	TBD	TBD
Phase 4	TBD	TBD	\$357,500	TBD	TBD
Phase 5	TBD	TBD	\$397,500	TBD	TBD

## CAPITAL PLAN

### City of San Marcos Transit and Paratransit Fleet

The five-phase service plan is recommended to be implemented over a five-year period, however, budget constraints may require a longer implementation timeframe.

The following table provides a year-by-year vehicle expansion and replacement counts over the next 12 years. Heavy-duty 30' buses are assumed to cost \$350,000 and have a life span of 12 years. Light-duty 25' cutaway vehicles are assumed to cost \$100,000 and have a life span of 5 years. Vehicle costs are not adjusted for inflation. The City contribution assumes a 20% local match.

#### City of San Marcos Fleet Expansion and Replacement Schedule and Costs

Phase	Year	Expansion 30' Buses	Expansion Cutaways	Replacement 30' Buses	Replacement Cutaways	Vehicle Costs	City Contribution
Phase 1	2021	2	5	0	0	\$1,200,000	\$240,000
Phase 2	2022	2	0	0	0	\$700,000	\$140,000
Phase 3	2023	0	0	0	0	\$0	\$0
Phase 4	2024	0	0	0	0	\$0	\$0
Phase 5	2025	3	0	0	1	\$1,150,000	\$230,000
N/A	2026	0	0	0	5	\$500,000	\$100,000
N/A	2027	0	0	0	0	\$0	\$0
N/A	2028	0	0	0	0	\$0	\$0
N/A	2029	0	0	5	0	\$1,750,000	\$350,000
N/A	2030	0	0	0	0	\$0	\$0
N/A	2031	0	0	0	5	\$500,000	\$100,000
N/A	2032	0	0	2	0	\$700,000	\$140,000

## **Texas State University Bobcat Shuttle Fleet**

The following table provides a year-by-year vehicle replacement counts over the next 11 years. Articulated 60' buses are assumed to cost \$650,000 and have a life span of 12 years. 40' buses are assumed to cost \$428,000 and also have a life span of 12 years. Vehicle costs are not adjusted for inflation.

### **Bobcat Shuttle Fleet Replacement Needs**

<b>Year</b>	<b>60' Bus</b>	<b>40' Bus</b>	<b>Vehicle Costs</b>
2020	4	1	\$3,028,000
2021	4	6	\$5,168,000
2022	0	15	\$6,420,000
2023	0	15	\$6,420,000
2024	0	9	\$3,852,000
2025	0	10	\$4,280,000
2026	0	2	\$856,000
2027	0	0	\$0
2028	0	0	\$0
2029	0	0	\$0
2030	0	1	\$428,000

## Infrastructure Improvements

Cost estimates for select recommended infrastructure improvements are based on industry averages. Cost estimates provided do not include utility relocation or construction. Cost estimates are not provided for new crosswalks or traffic improvements due to the wide range of costs associated with design, engineering, and construction.

### Infrastructure Improvement Costs

Improvement	Number	Unit Cost	Total Cost
<b>Bus Stop Improvements</b>			
New Signage	140	\$150	\$21,000
New Poles	40	\$50	\$2,000
New Shelters	7	\$5,000	\$35,000
Level 1 Bus Stop Accessibility Improvements	48 existing stops 8 new stops	\$2,000	\$112,000
Level 2 Bus Stop Accessibility Improvements	8 existing stops 2 new stops	\$5,000	\$50,000
Level 3 Bus Stop Accessibility Improvements	4 existing stops 4 new stops	\$10,000	\$80,000
New Crosswalks	2	Not Identified	N/A
<b>Traffic Improvements</b>			
Dedicated Left Turn Phase and Signal	1	Not Identified	N/A
New Traffic Signal	1	Not Identified	N/A
Right Turn Bus Exemption	1	Not Identified	N/A
<b>Total</b>			<b>\$300,000+</b>

## Downtown Transit Plaza

Cost estimates for construction of the proposed Downtown Transit Plaza are based on the 2018 San Marcos CIP and industry averages. Cost estimates do not include design, engineering, or construction contingencies.

### Downtown Transit Plaza Cost Estimates

	Unit	Quantity	Unit Cost <sup>5</sup>	Total Cost
Remove curb & gutter	Linear foot	250	\$6.00	\$1,500
Remove sidewalk	Square yard	240	\$20.00	\$4,800
Install curb & gutter	Linear foot	260	\$25.00	\$6,500
Construct sidewalk	Square yard	480	\$70.00	\$33,600
Street trees	Each	7	\$500.00	\$3,500
Install bus shelter	Each	3	\$5,000.00	\$15,000
Pavement markings	Linear foot	920	\$1.00	\$920
Excavation	Cubic yard	470	\$16.00	\$7,520
Real Time Arrival Display	Each	1	\$50,000.00	\$50,000
Artistic Crosswalk	Each	4	\$30,000.00	\$120,000
Bike Racks	Each	9	\$740.00	\$6,660
<b>Total</b>				<b>\$250,000</b>

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<sup>5</sup> 2018 San Marcos CIP

<<http://sanmarcostx.gov/DocumentCenter/View/10816/Appendix-I---Capital-Improvements-Plan?bidId=>>

SDOT Real-Time Info Signs

<<https://www.seattle.gov/transportation/projects-and-programs/programs/transit-program/real-time-information-signs>>

San Antonio Crosswalk

<<https://news4sanantonio.com/news/trouble-shooters/breaking-down-the-cost-of-the-new-rainbow-crosswalk>>

PedBike U Rack

<[http://www.pedbikeinfo.org/cms/downloads/Countermeasure%20Costs\\_Report\\_Nov2013.pdf](http://www.pedbikeinfo.org/cms/downloads/Countermeasure%20Costs_Report_Nov2013.pdf)>

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## FUNDING SOURCES

Funding Source	Description	FTA/TxDOT Share
FTA 5307 Formula Funds	Funding for transit capital and operating assistance.	Not to exceed 80% of the net project cost for capital expenditures. Not to exceed 50% of the net project cost of operating assistance.
FTA 5307 Small Transit Intensive Cities	Funding for transportation service for UZAs with a population between 200,000-999,000.	Not to exceed 80% of the net project cost for capital expenditures. Not to exceed 50% of the net project cost of operating assistance.
FTA 5339 Bus and Bus Facilities	Funding for replacement, purchase, or rehabilitation of buses, bus related equipment, and bus facilities.	Not to exceed 80% of the net project cost for capital expenditures.
FTA 5310 Enhanced Mobility of Seniors and Individuals with Disabilities	Funding to improve mobility and remove barriers to transportation for seniors.	Not to exceed 80% of the net project cost for capital expenditures. Not to exceed 50% of the net project cost of operating assistance.
FTA 5317 New Freedom Program	Funding for capital and operating expenses to support new services beyond the ADA.	Not to exceed 80% of the net project cost for capital expenditures.
TxDOT Urban Formula Funds	Funding for public and private nonprofits for transportation of elderly individuals and or individuals with disabilities.	Not to exceed 80% of the net project cost for capital expenditures. Not to exceed 50% of the net project cost of operating assistance.
TxDOT Transportation Development Credits	Funding tool used to meet federal funding matching requirements. <ul style="list-style-type: none"> <li>80% allocated to MPOs</li> <li>20% competitive statewide</li> </ul>	Used to meet federal funding matching requirements.
Coronavirus Aid, Relief, and Economic Security (CARES) Act	Funding to support operating, capital, and planning expenses to prevent, prepare for, and respond to COVID-19.	No match required.



# **APPENDIX A**

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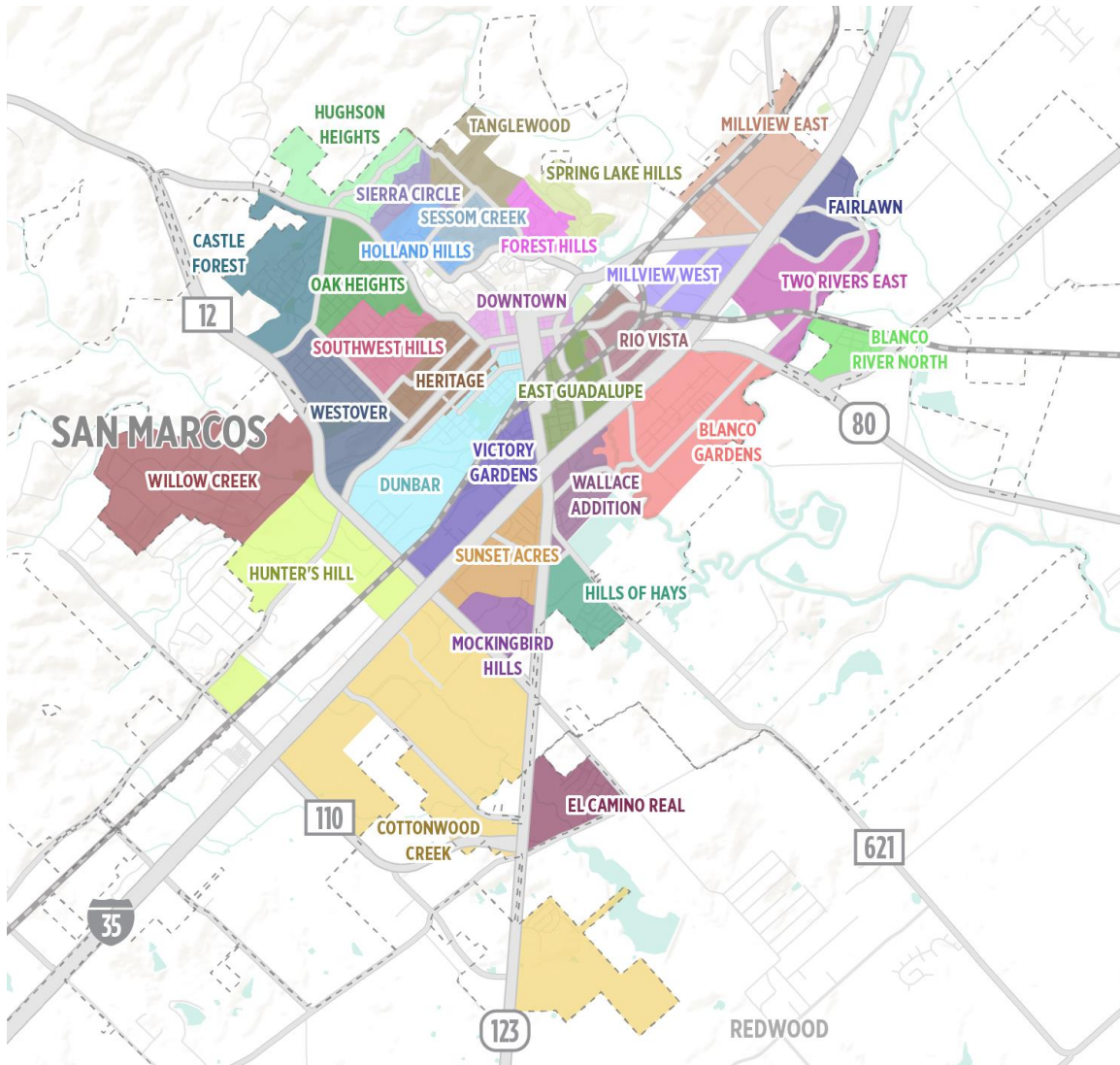
## Existing Conditions

## LAND USE AND INFRASTRUCTURE

Land use and infrastructure influence the demand and delivery of transit service. This chapter examines development patterns, as well as the spatial design and distribution of street, rail, sidewalk, and bike networks in the City of San Marcos. Existing and potential destinations are discussed along with parking facilities and restricted zones in the vicinity of Downtown San Marcos and Texas State University.

### Neighborhoods

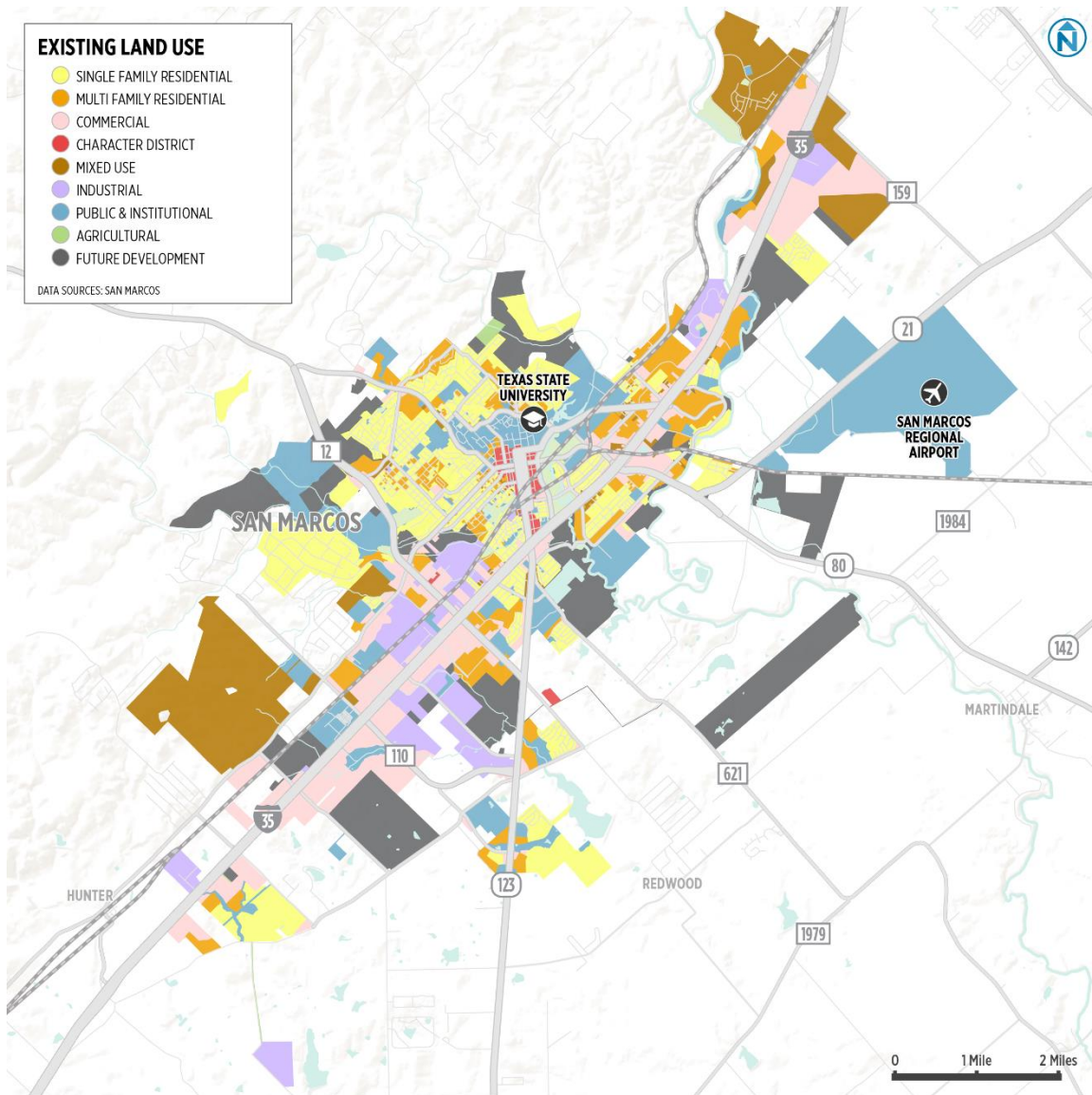
San Marcos neighborhoods are referenced throughout the remainder of this report.



Source: City of San Marcos

## Land Use

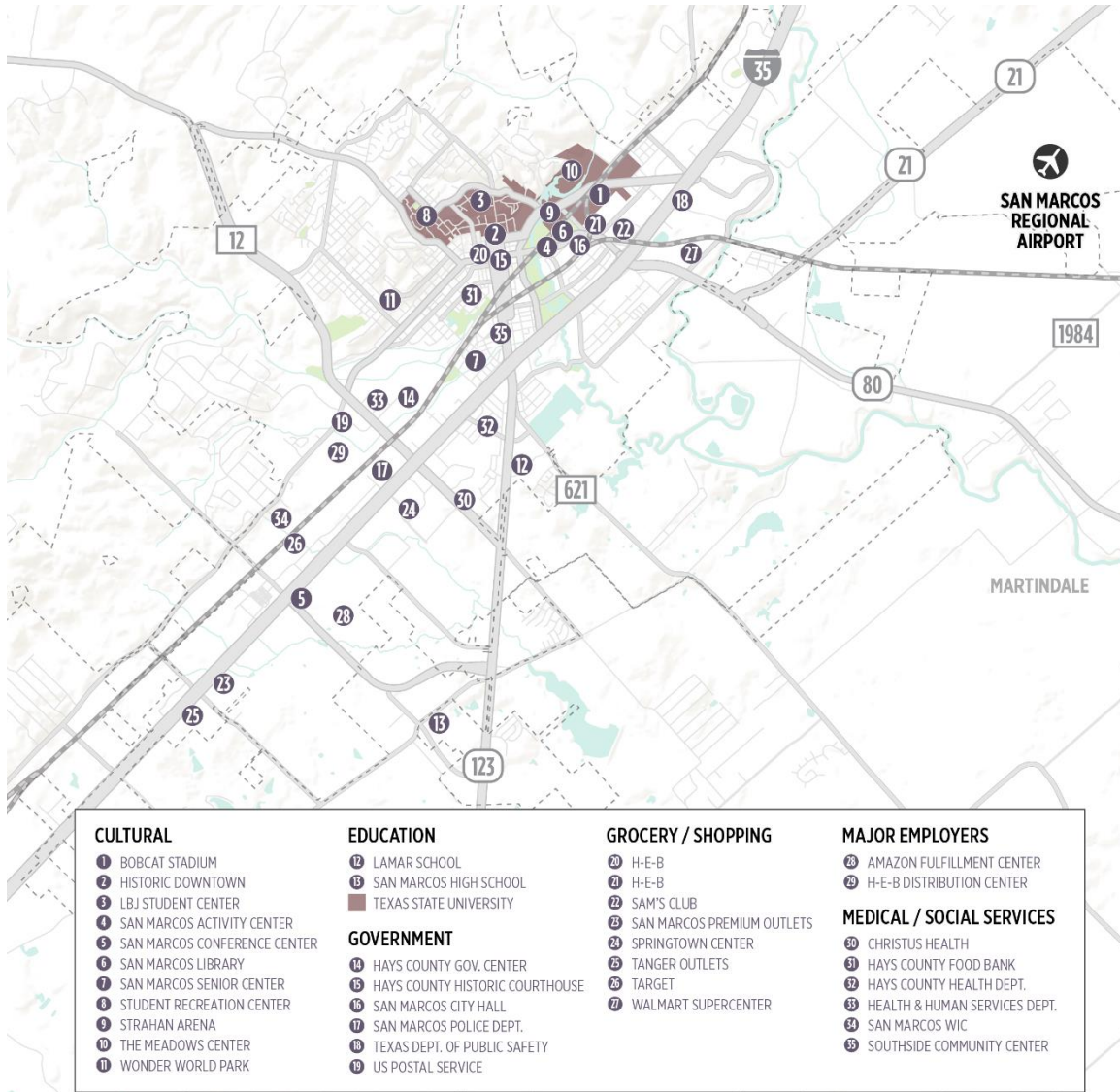
San Marcos has a diverse mix of land uses. Approximately 8% of total land is zoned for multi-family development (including purpose-built student housing) and 18% of total land is zoned for single-family development. Commercial land use (16% of total land) is mostly limited to the I-35 corridor, except for Wonder World Drive. Downtown San Marcos (1% of total land) is zoned as a Character District to promote mixed-use, pedestrian-oriented development. Areas zoned as mixed-use (12% of total land) are predominately small-lot single-family housing. Public and institutional land (21% of total land) includes Texas State University, San Marcos Regional Airport, San Marcos Consolidated ISD, various natural areas, and San Marcos Aquatics Resources Center. Future development (18% of total land) is largely planned in areas east of I-35.



Source: City of San Marcos

## Major Destinations

Texas State University is the largest destination in San Marcos with 38,666 students and more than 3,400 full-time faculty and staff. Other major employment locations include Amazon Fulfillment Center, H-E-B Distribution Center, San Marcos Premium Outlets, and Tanger Outlets. Grocery and shopping destinations are mostly located along Hopkins Street and I-35 frontage roads. Medical, government, and social service destinations are scattered across the city.



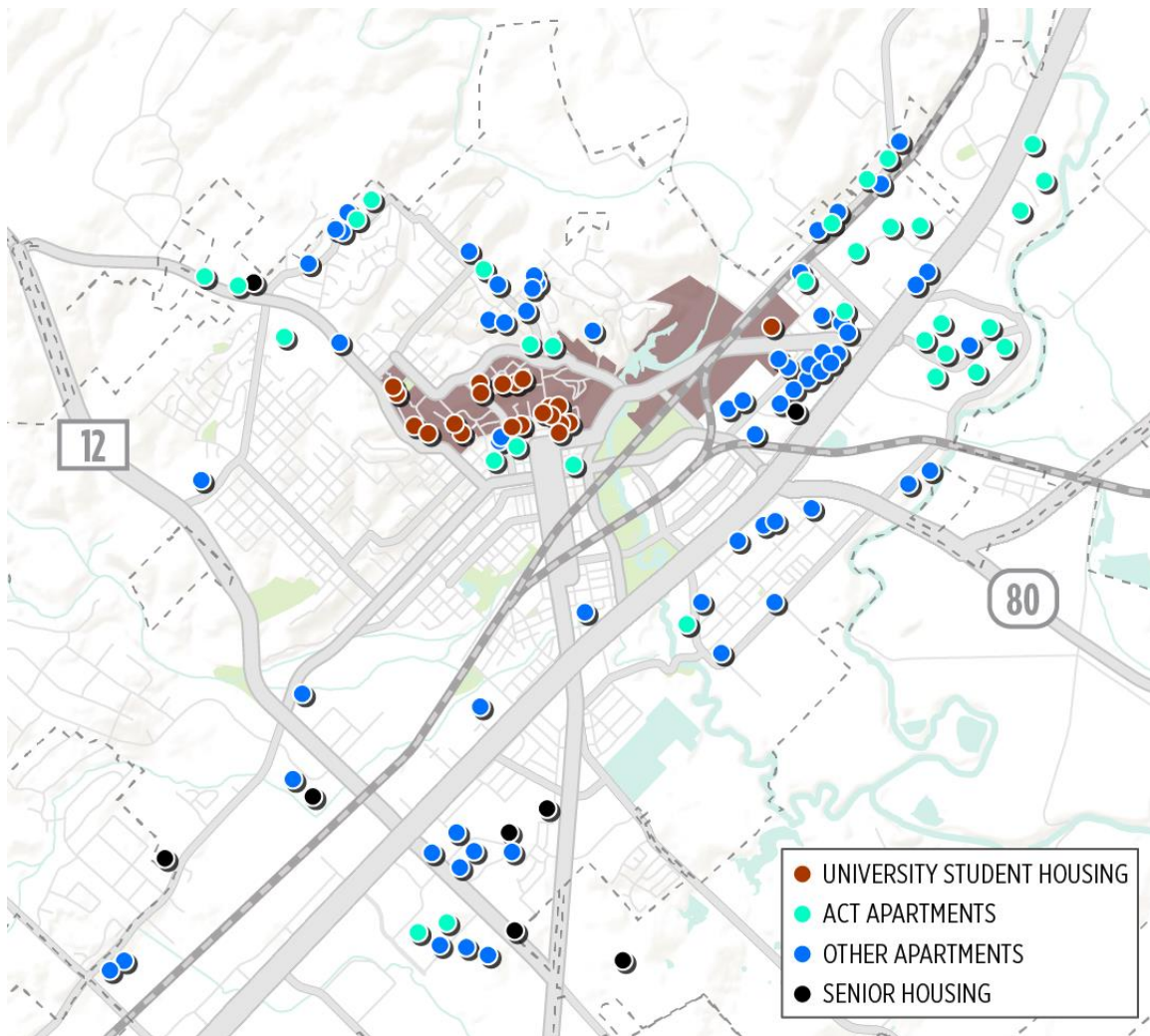


## High-Density Housing

High-density housing in San Marcos consists of the following categories:

- Texas State University student housing (6,850 beds)
- Achieving Community Together (ACT) member apartment communities (18,000+ beds)
- Non-ACT member apartment communities
- Apartments and residential communities restricted to seniors

ACT is a partnership between Texas State University and the City of San Marcos to promote a successful experience for tenants and neighbors. ACT member apartment communities are vetted annually by the Department of Housing and Residential Life. Some ACT members that are not served by Bobcat Shuttle, such as Woods of San Marcos and Cottages at San Marcos, provide their own shuttle service. Apartment communities not affiliated with ACT are scattered throughout the city with the highest concentrations along Thorpe Lane, Post Road, Linda Drive, Leah Avenue, and Hunter Road. Some senior apartments provide transportation to their residents.

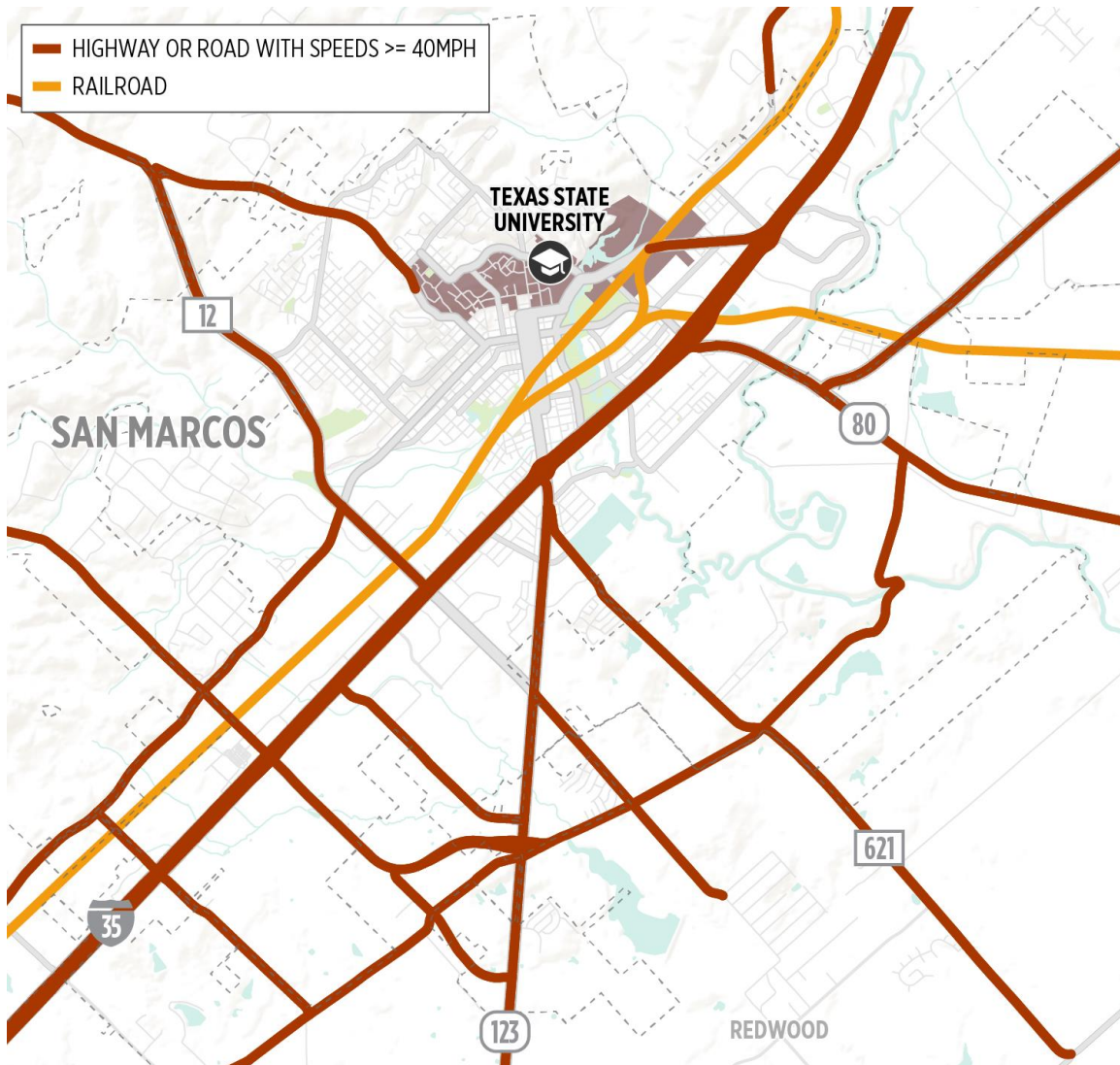


Source: Texas State University

## Street and Rail Networks

The street network of San Marcos varies significantly due to topography and development patterns. Single-family neighborhoods west and south of downtown, including Dunbar, Heritage, East Guadalupe, Westover, Southwest Hills and Victory Gardens, have mostly grid patterns with block lengths that range from 300'-500'. Neighborhoods such as Rio Vista, Blanco Gardens, Sunrise Acres, and Wallace Addition have rectangular grid patterns with longer block lengths of 700'-1200'. Outside of the central city, street networks are curvilinear and fragmented due to large-scale commercial and multi-family development.

The Union Pacific Railroad and the I-35 highway system are significant pedestrian barriers that span the entire length of the city. The city has nineteen at-grade rail crossings that also impact transit schedule reliability. In addition, several state highways, farm-to-market roads, and ranch roads limit pedestrian access due to their high vehicular speeds and lack of sidewalks.

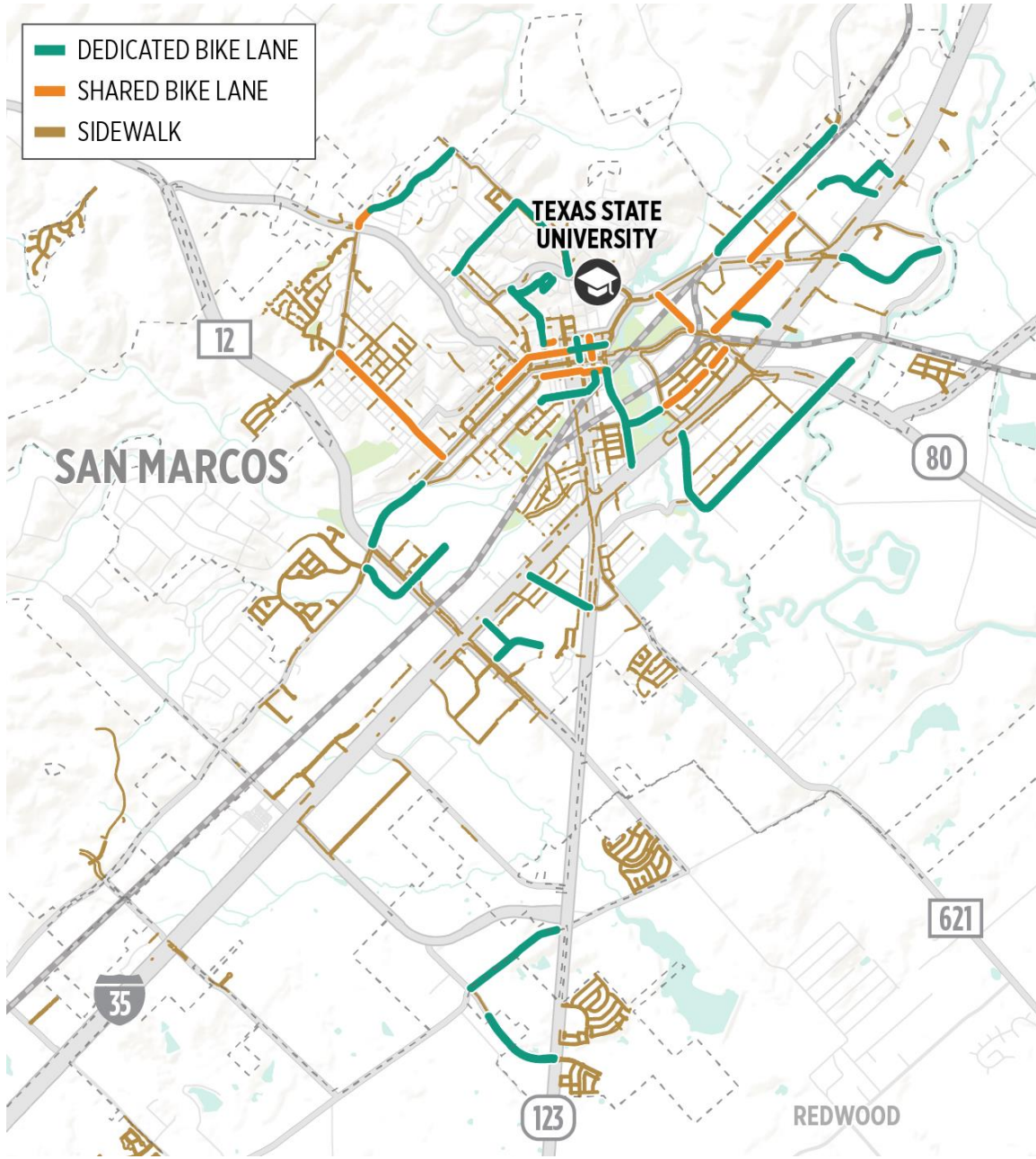


Source: City of San Marcos



## Sidewalk and Bike Networks

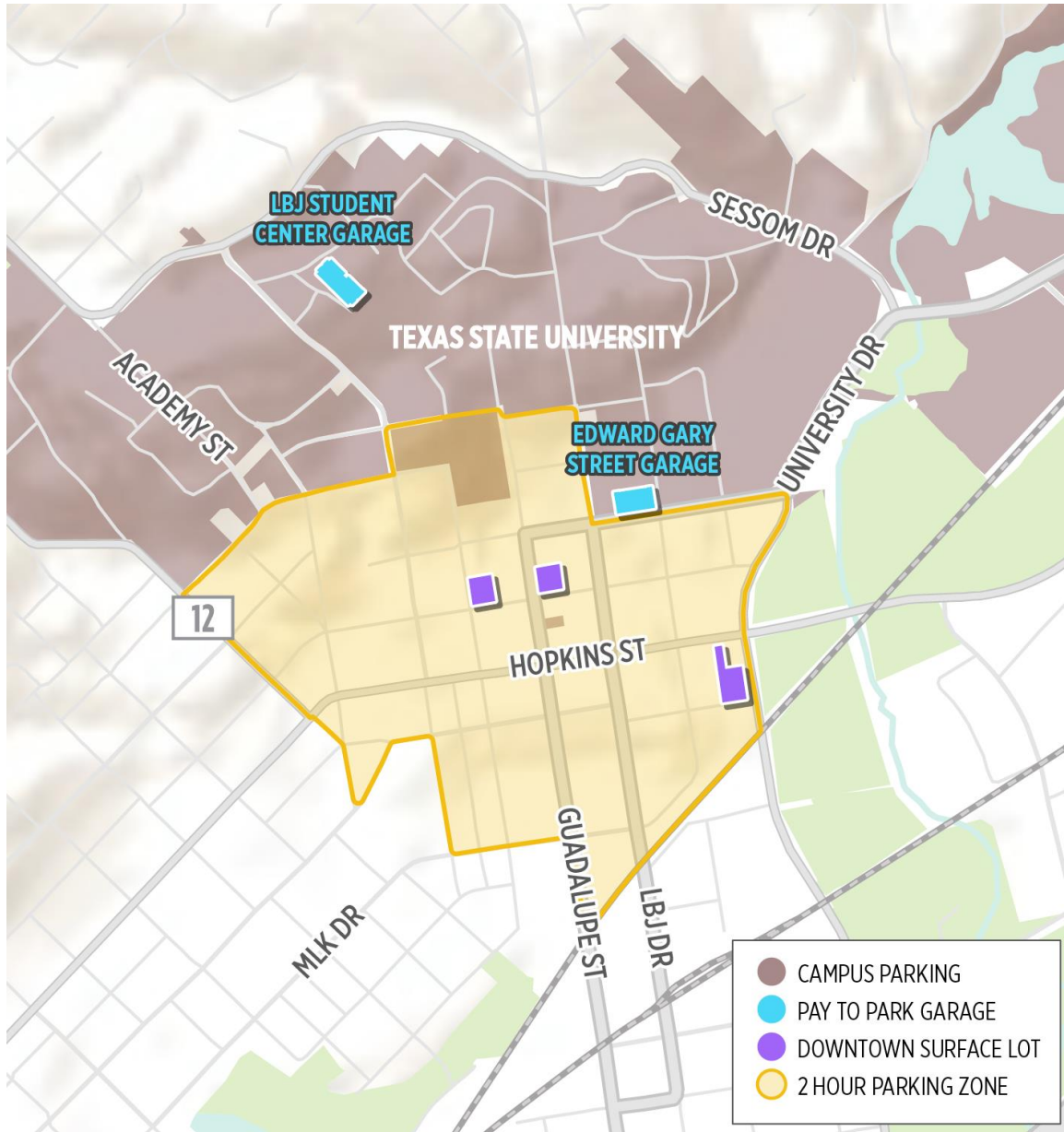
While most arterial streets in San Marcos have sidewalks on at least one side, coverage varies within neighborhoods. Recently developed neighborhoods such as Mockingbird Hills, Hills of Hays, Hunter's Hill, and Blanco River Village have complete sidewalk coverage. Rio Vista and East Guadalupe are established central neighborhoods that also have complete sidewalk coverage. The presence of sidewalks is lower in hilly areas west of the Balcones Fault. Dedicated bike lanes are present on several streets in high-density areas such as Craddock Avenue, Holland Street, LBJ Dr, Post Road, and River Road. However, the overall bike network has several gaps.



Source: City of San Marcos

## Downtown Parking

Parking restrictions in San Marcos are limited to downtown and the Texas State University main campus. Most on-street parking in downtown is limited to 2 hours on weekdays. Paid parking is available at three surface lots in downtown and two pay-to-park garages operated by Texas State University, one at the edge of campus and downtown, and the other at the LBJ Student Center.



Sources: City of San Marcos and Texas State University

## Texas State University Parking

### Permit Parking

Parking permits are restricted to faculty, staff, and students. Parking permits are available at a prorated cost for spring and summer semesters. Restricted permits are discounted for faculty and staff with a salary of \$25,000 or less. Parking permits include:

Permit Type	Color	Eligible Permit Holders	Annual Cost	Spring Cost	Summer Cost
Reserved Restricted	Red	Faculty and staff	\$825	\$550	\$275
Restricted	Red	Faculty, staff, retirees, and select students	\$335	\$223	\$112
Residence Hall	Green	Students living in residence halls	\$485	\$323	\$162
Bobcat Village	Silver	Students living in Bobcat Village	\$265	\$177	\$88
Mill Street Residence Hall	Gold	Students living in residence halls	\$115	\$77	\$38
Perimeter/Commuter	Purple	Students, faculty, staff, and community members	\$115	\$77	\$38
Motorcycle	N/A	Students, faculty, staff, and community members	\$115	\$77	\$38
Reduced Motorcycle	N/A	Students, faculty, staff, and community members	\$65	\$44	\$22
Carpool	N/A	Off-campus students, faculty, and staff	\$0	\$0	\$0

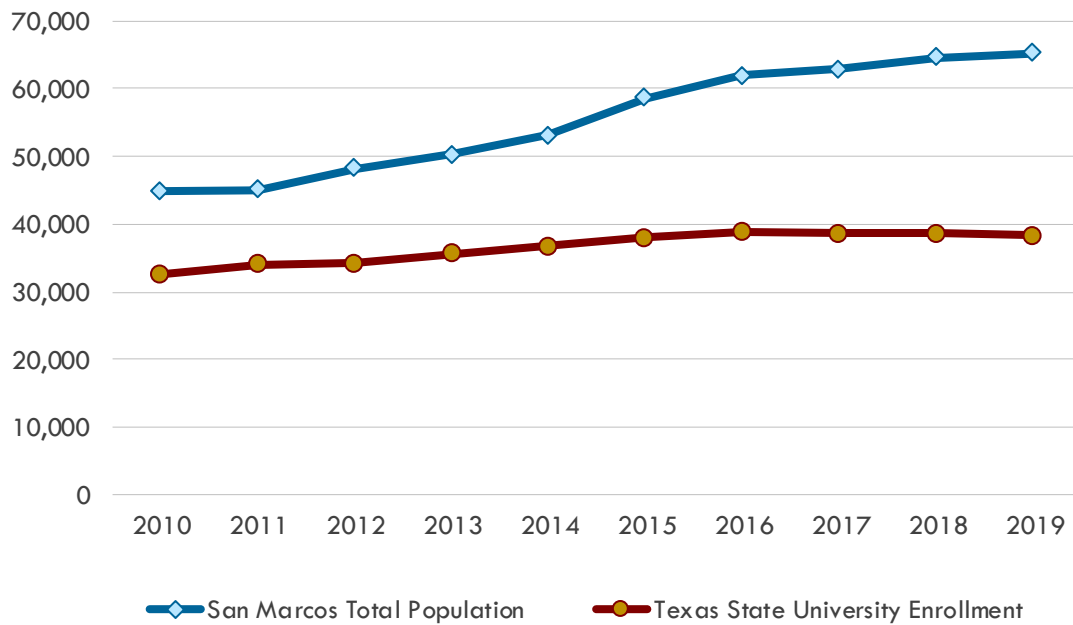
### Visitor Parking

In addition to parking permits, the University also has two pay-to-park garages (Edward Gary Street Garage and LBJ Student Center Garage) that are open to the students, faculty, staff, visitors, and the public. The University also has nine pay-and-display stations located throughout campus to allow visitors to purchase daily parking at select parking lots and garages. Park-and-display permits at three locations are not available until after 5 p.m.

## POPULATION AND TEXAS STATE UNIVERSITY STUDENTS

Over the past decade, San Marcos' population and Texas State University's student enrollment have both increased significantly. In 2010, the Texas State University student population was approximately 75% of the total population. By 2019, the percentage decreased to less than 60%.

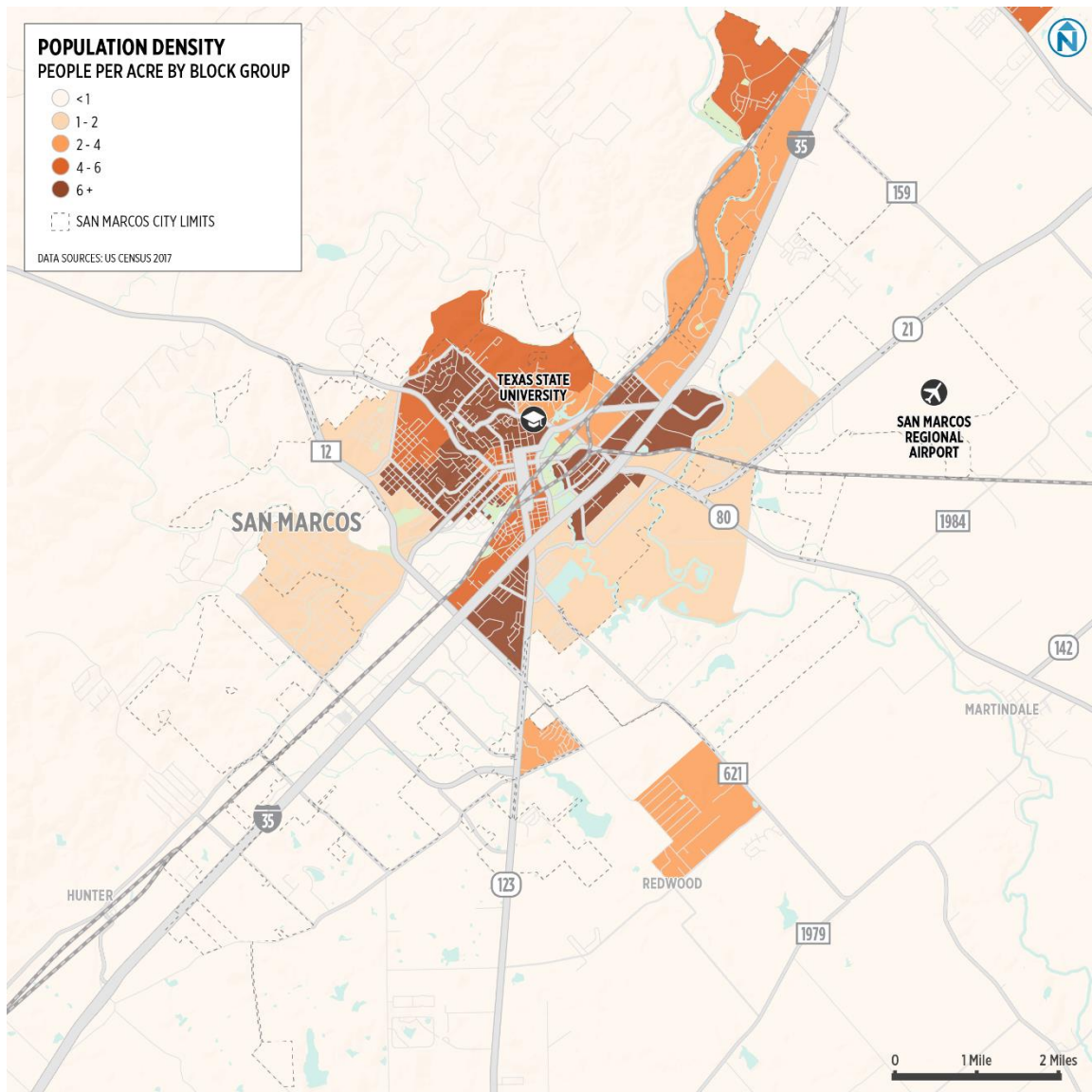
### San Marcos Population and Texas State University Enrollment





## Population

Population density is one of the key metrics by which transit demand is measured. The highest-density areas in San Marcos are associated with Texas State University on-campus student housing and off-campus apartment communities located along Mill Street and Aquarena Springs Drive. Single-family neighborhoods with the highest population densities include Blanco Gardens, Rio Vista, Sunset Acres, and Mockingbird Hills.



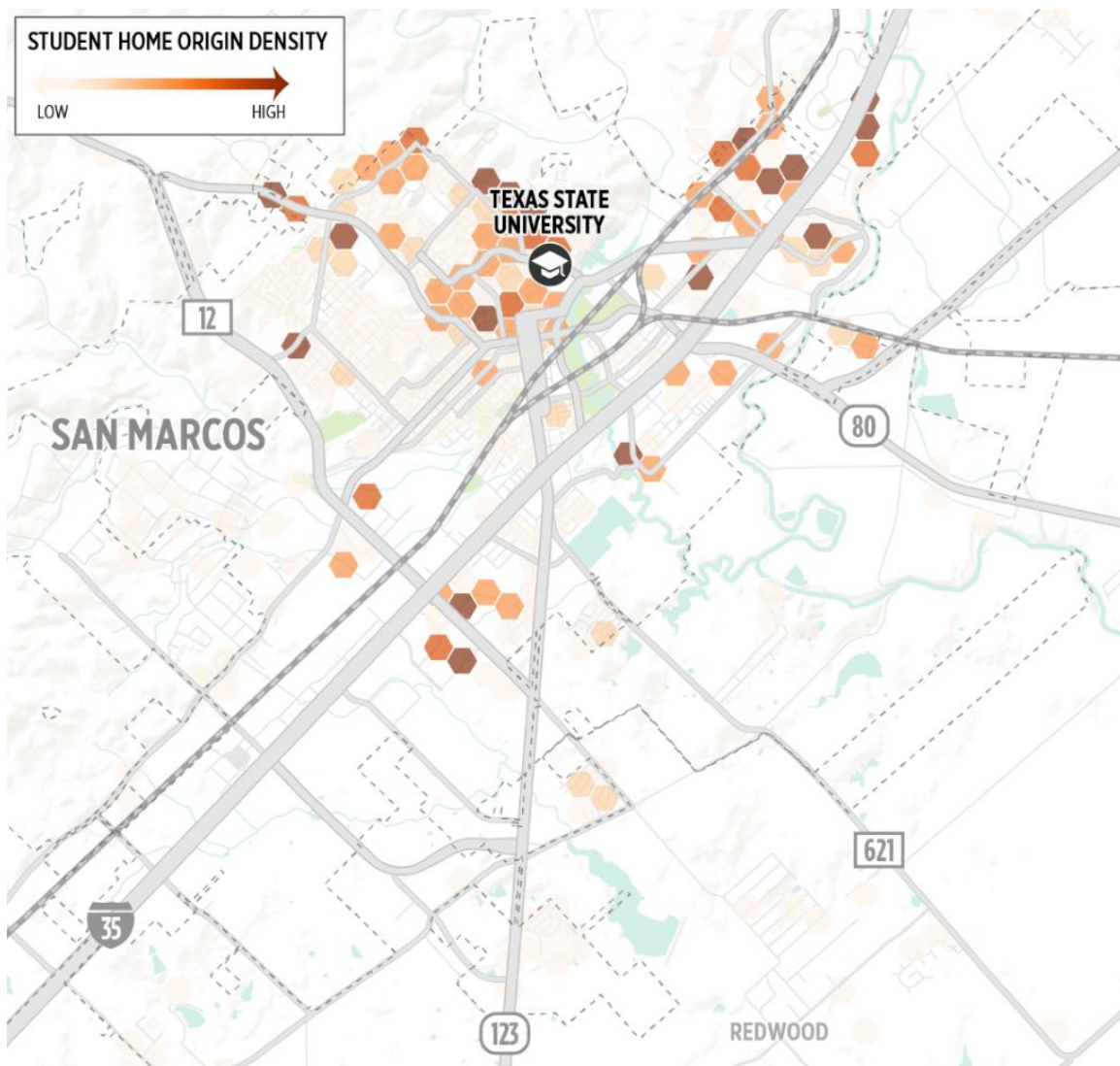
Source: U.S. Census Bureau



## Texas State University Students

Approximately 6,200 Texas State University students (16% of total enrollment) live in residence halls. Another 650 students (2%) reside at the University's Bobcat Village apartments northeast of Bobcat Stadium. The University issues commuter permits to over 14,500 students (38%). The vast majority of the remaining 17,250 students (44%) live in apartments or other housing within the City of San Marcos.

The heat map below depicts the home origins of Texas State University students that provided a local address. Areas with the highest student densities outside of campus include Mill Street, Aquarena Springs, LBJ Drive, and Wonder World Drive (east of I-35). Downtown San Marcos continues to see an increase in Texas State University students due to recent and planned residential towers.



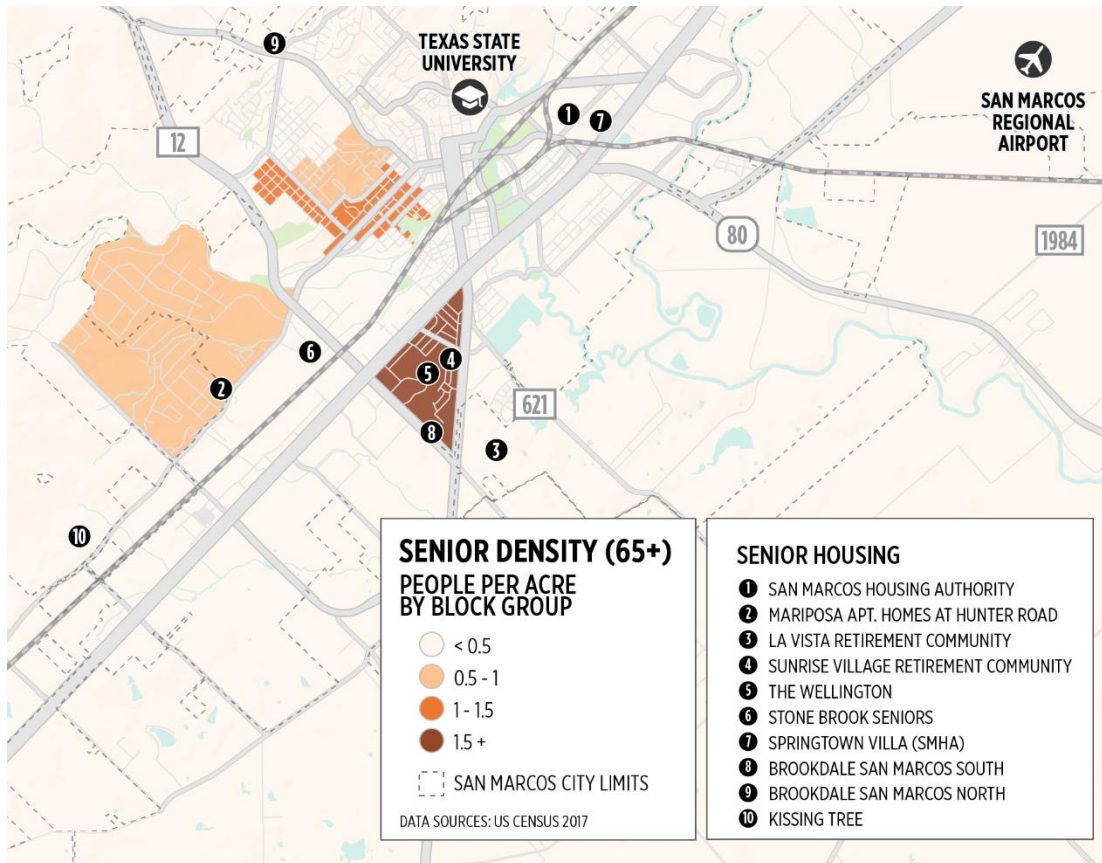
Source: Texas State University

## DEMOGRAPHICS

Examining the density and distribution of specific demographic segments helps identify areas with potential transit demand that are currently underserved or unserved.

### Seniors

Older people often choose to use transit when they no longer have the ability or desire to drive. In the San Marcos urbanized area, the greatest densities of senior residents (those over age 65) are east of I-35, south of Guadalupe Street (SH 123), and north of Wonder World Drive. Senior residential communities within the City of San Marcos are served by a combination of public transit (Senior Shuttle) and private shuttles.



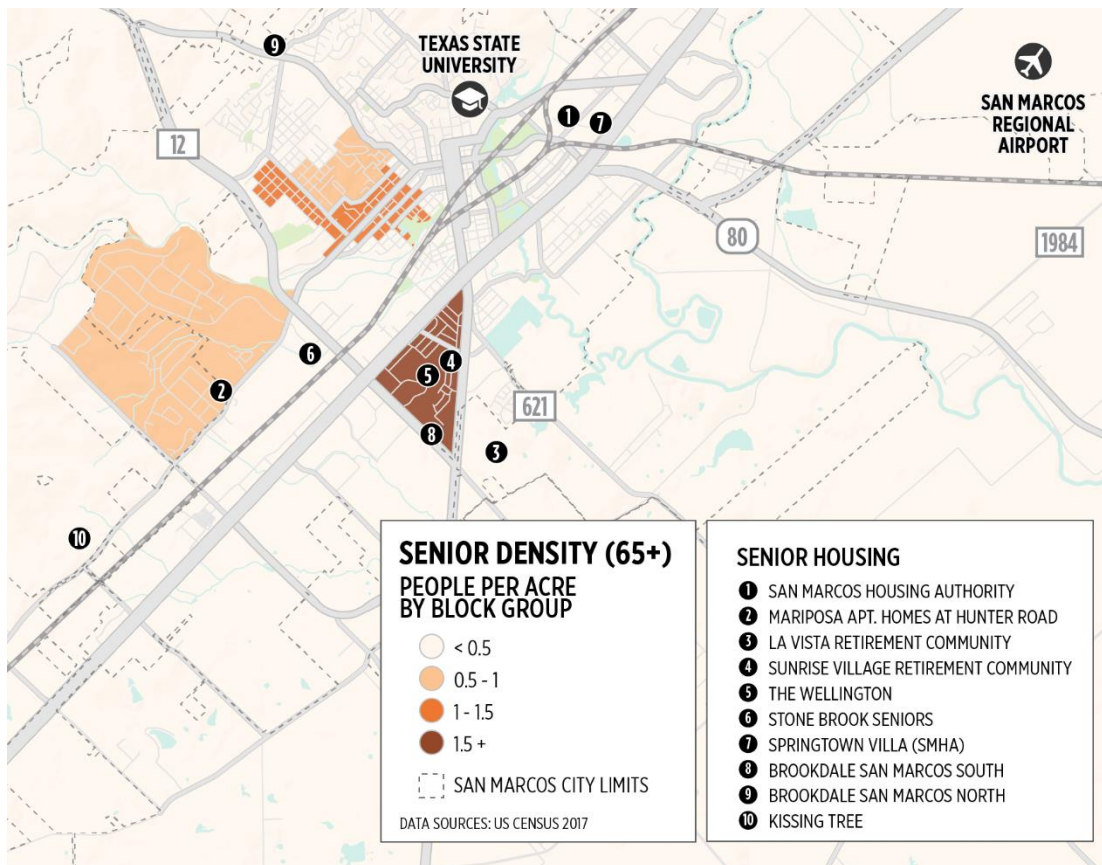
Source: U.S. Census Bureau

## People with Disabilities

People with disabilities are often more likely to use transit because they are unable or do not wish to operate a personal vehicle. Although some people with disabilities qualify for and use paratransit, many do not or prefer to use fixed-route bus service. In the San Marcos urbanized area, the highest densities of people with disabilities are:

- Heritage and Southwest Hills neighborhoods west of downtown
- Springtown Villa apartments (San Marcos Housing Authority) along Thorpe Lane
- East of I-35 between SH 80 and Uhland Road

Approximately 1,500 Texas State students have a disability registered with the Office of Disability Services; the home location of many of these students may not be captured in Census data.



Source: U.S. Census Bureau

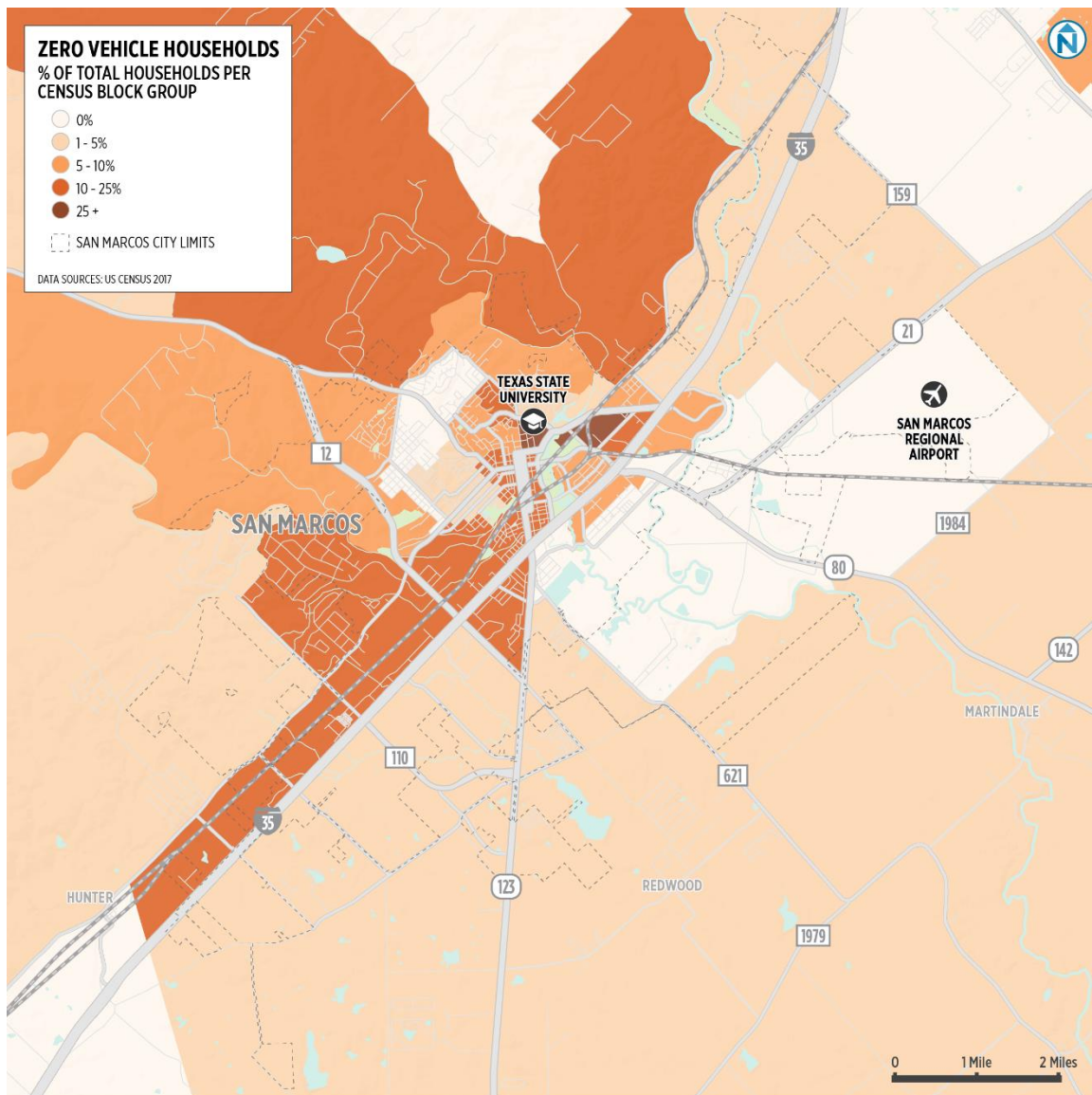


## Vehicle Ownership

Households without access to a vehicle are among those most likely to use transit. In the San Marcos urbanized area, the highest densities of households without vehicle access are:

- Texas State University residence halls and Bobcat Village apartments
- Allen Wood Homes at 1201 Thorpe Lane
- Heritage and Southwest Hills neighborhoods west of downtown
- Areas between I-35 and Hunter Road
- Areas between I-35 and Post Road

Vehicle ownership does not guarantee access to all members of a household.

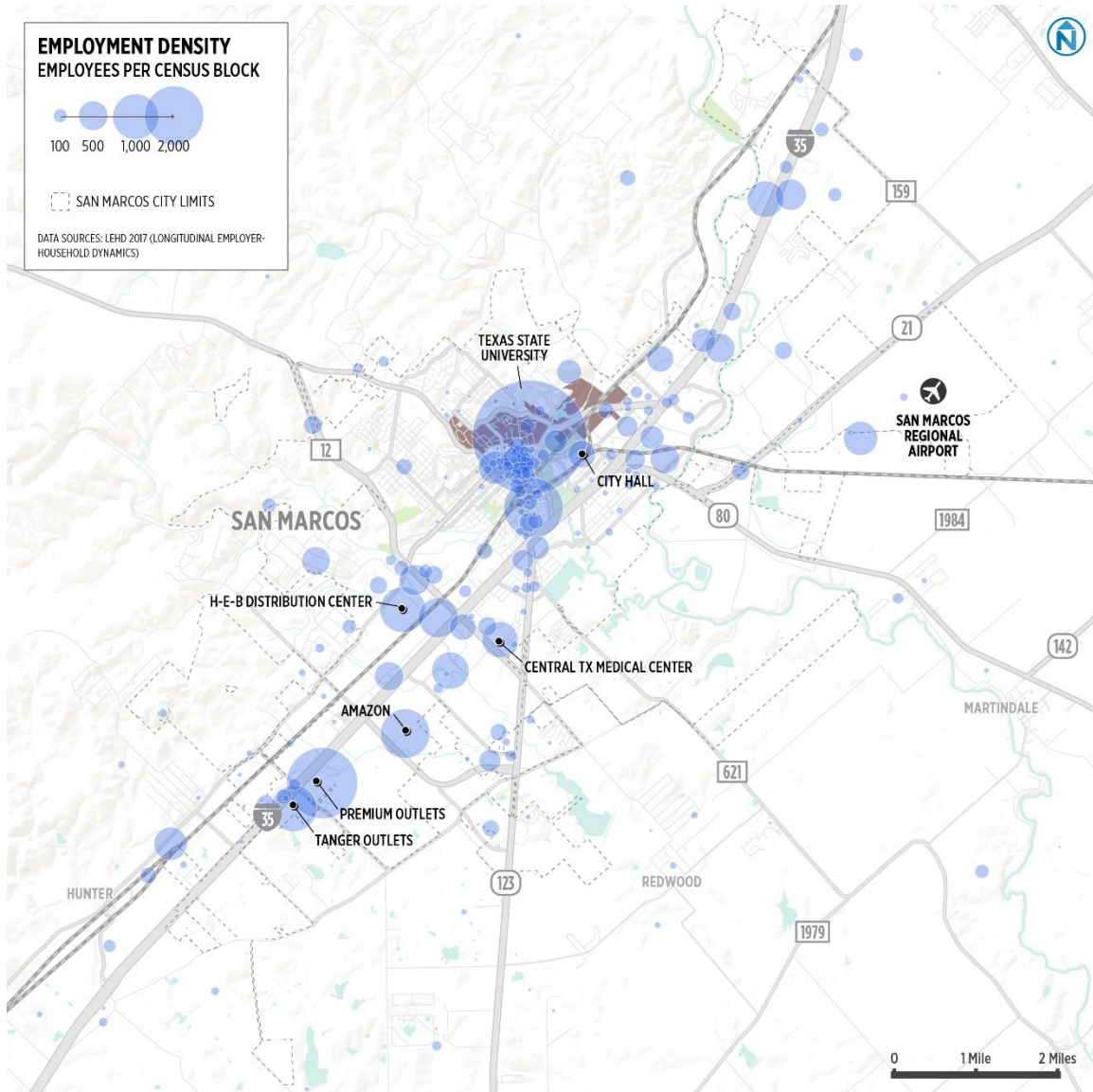


Source: U.S. Census Bureau

## EMPLOYMENT

### Local Employment

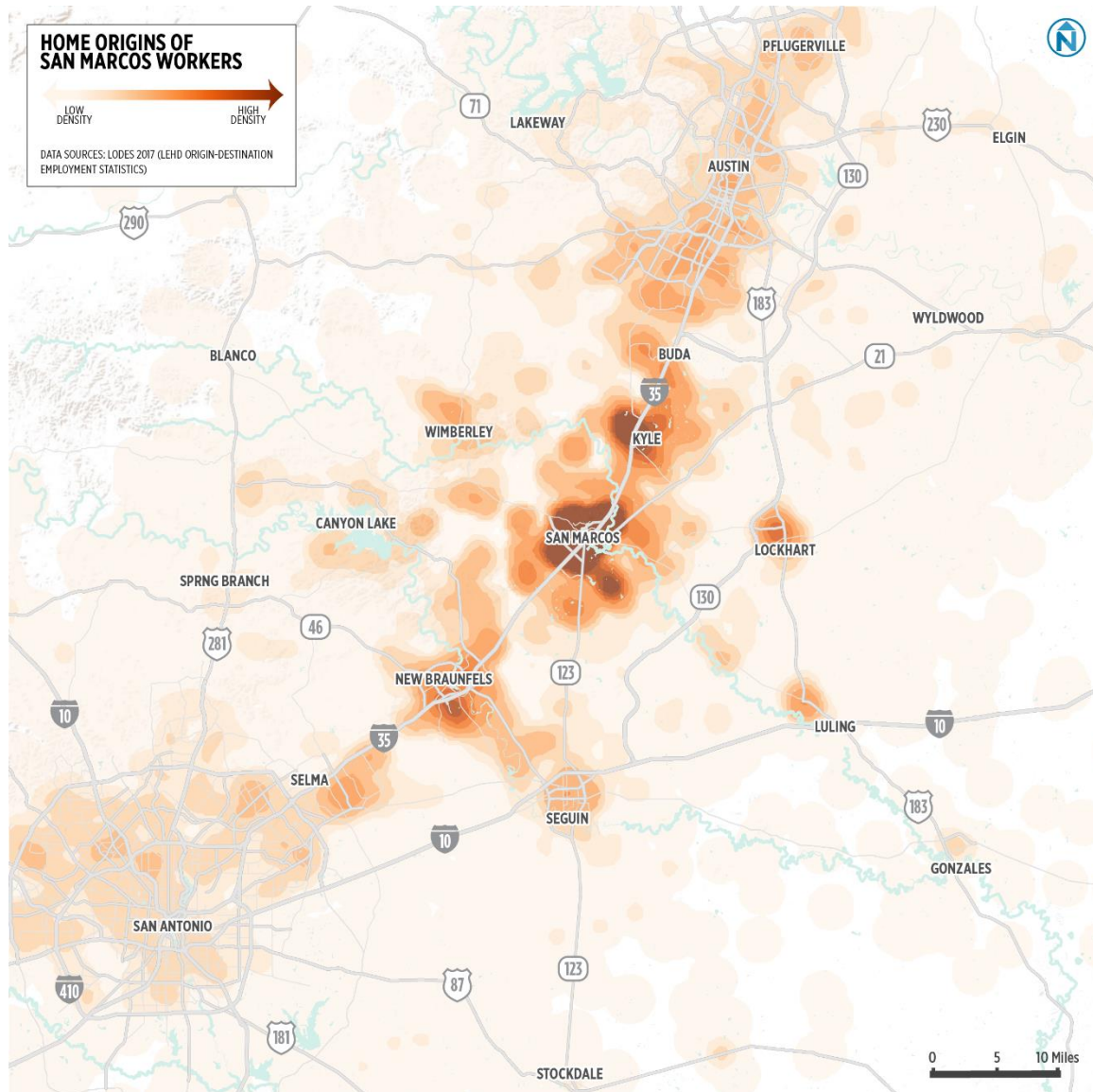
Texas State University has the highest concentration of employees in the city. Employers with a high number of employees working in close proximity to one another include Amazon Fulfillment Center, Premium Outlets, Tanger Outlets, Hays County Government Center, Central Texas Medical Center, H-E-B Distribution Center, City of San Marcos, and San Marcos CISD schools.



Source: U.S. Census Bureau

## Home Locations of San Marcos Employees

While approximately 4,300 people live and work in San Marcos, more than 80% of San Marcos employees live outside of the city. The cities of Kyle, New Braunfels, Austin, and San Antonio are each home to more than 1,000 San Marcos employees. More than 19,000 people travel into the City of San Marcos for employment.



Source: U.S. Census Bureau

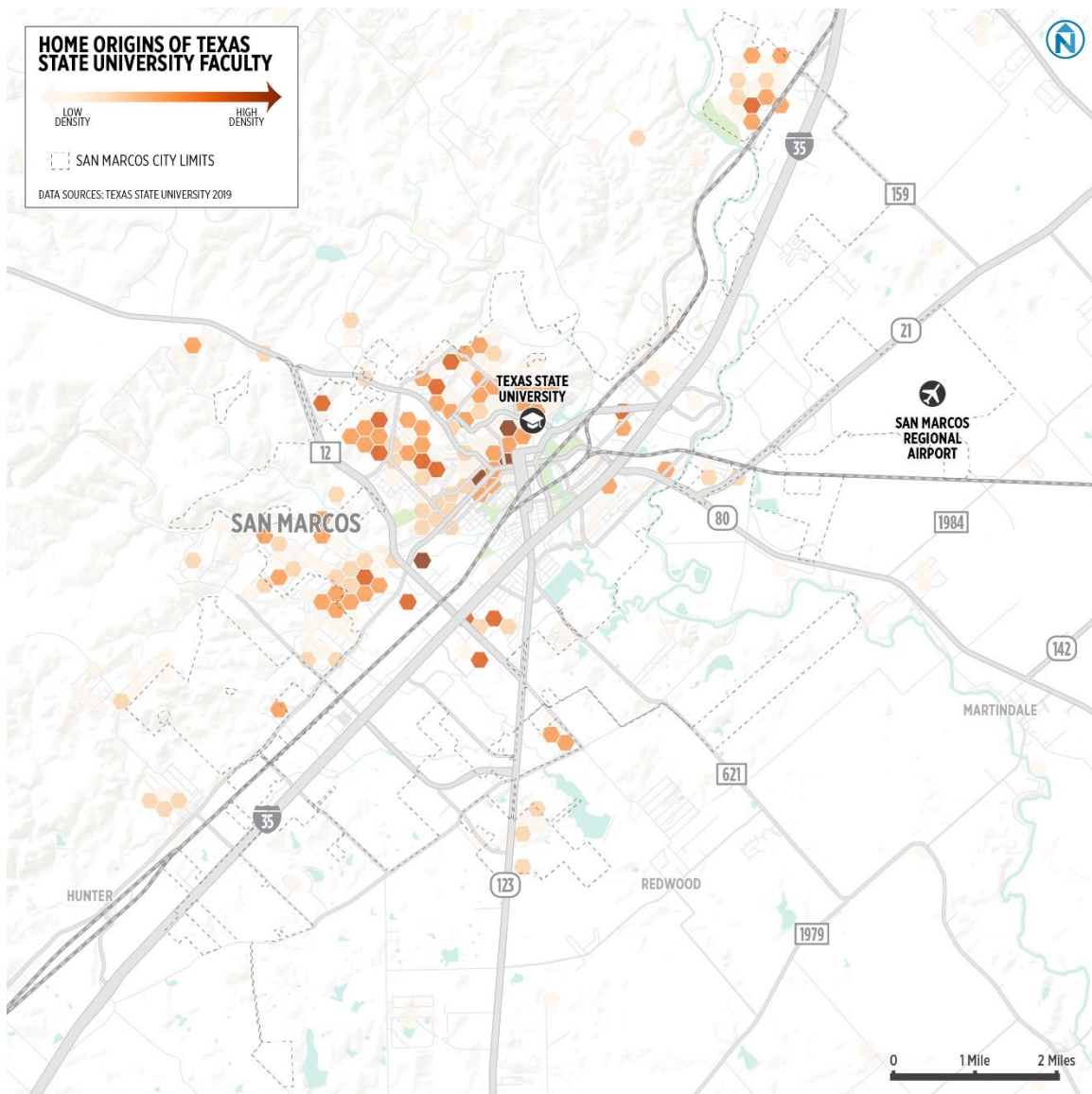
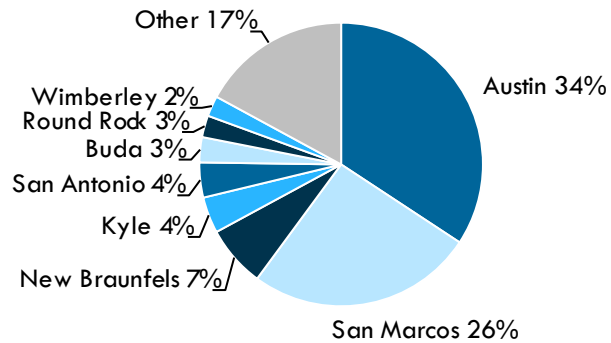


## Home Locations of Texas State University Faculty

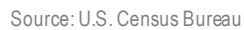
Approximately one-third of Texas State University's 2,050 faculty members reside within the City of Austin.

Approximately one-quarter of faculty members live in San Marcos, primarily west of I-35. New Braunfels has the third-highest percentage of faculty members.

The distribution of faculty members in the San Marcos area is depicted in the heat map below.



Approximately 12,500 San Marcos residents work outside of the city. Major employment destinations include Austin (3,330 employees), San Antonio (1,000 employees) and New Braunfels (750 employees).

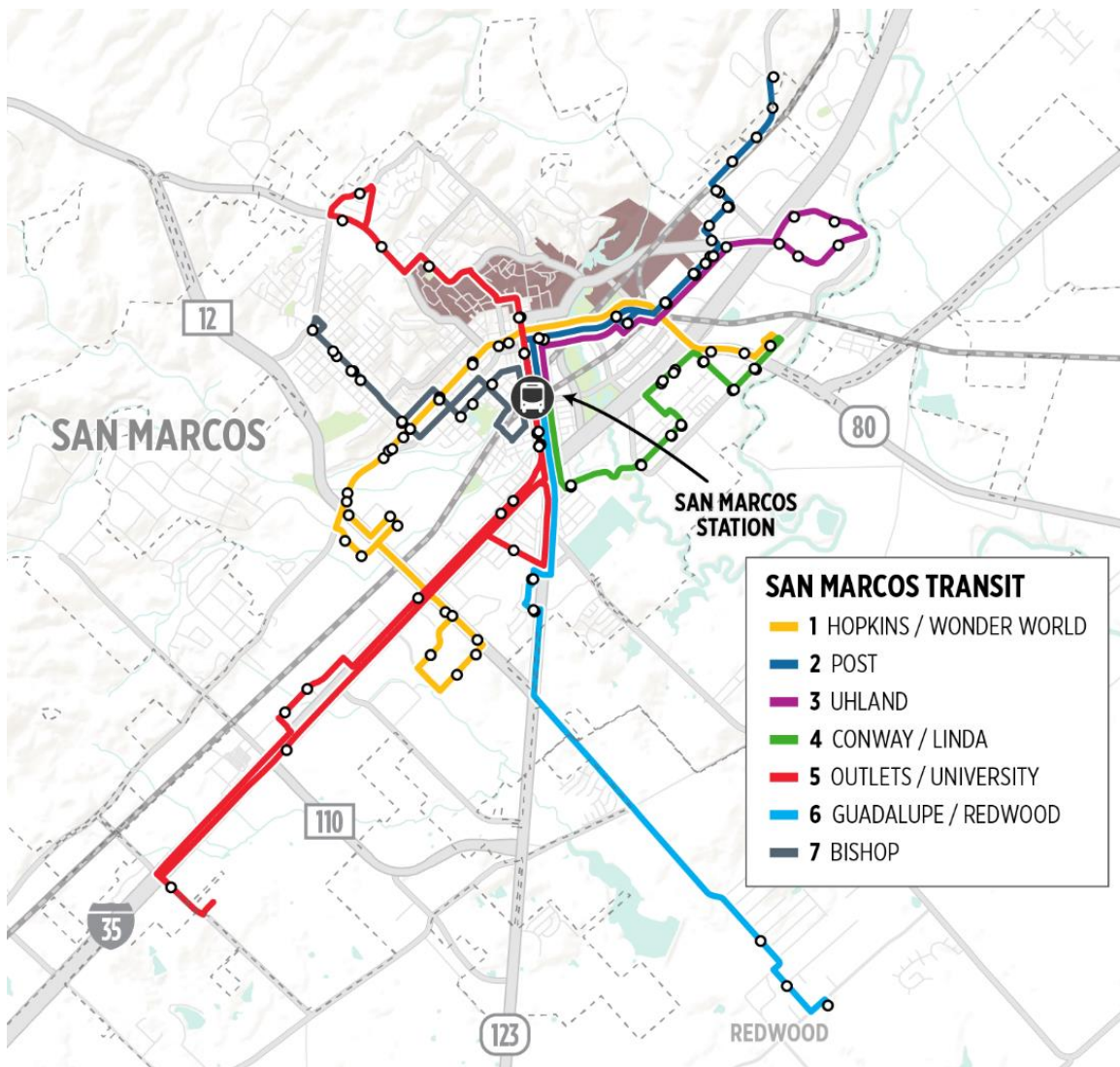


## SAN MARCOS TRANSIT

The City of San Marcos Transit division partners with CARTS to provide wheelchair-accessible fixed-route and paratransit service to residents and visitors of the San Marcos urbanized area. San Marcos Transit (branded as The Bus) consists of five fixed-routes that run throughout the day, two fixed-routes with intermittent schedules, and a senior shuttle. San Marcos Transit operates on weekdays and observes seven holidays (New Year's Day, M.L.K Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day).

Fare options include a \$1.00 one-way fare, \$2.00 daily pass, and \$30 monthly pass. Riders eligible for ADA paratransit service, persons 65 years or older, and elementary through high school students are eligible for a reduced one-way fare of \$0.50 and a reduced monthly pass of \$15. Texas State University reimburses the City of San Marcos for trips taken by students, faculty, and staff, who ride for free with their ID. Children age 5 and under ride for free.

### San Marcos Transit Network



Source: City of San Marcos



### **San Marcos Station**

San Marcos Station is located at 338 S Guadalupe Street on a 5-acre property owned by the Capital Area Rural Transportation System. The facility serves as the primary connection point between San Marcos Transit routes, CARTS Yellow and Gold Lines, Greyhound, and Amtrak. The station includes customer service desks for San Marcos Transit and Greyhound, public restrooms, and an operator breakroom with lockers. The site also includes a secure yard for fleet storage of San Marcos Transit vehicles.



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### San Marcos Transit Routes

Routes 1 is a crosstown route that does not serve San Marcos Station. Routes 2, 3, 4, 5, 6, and 7 serve San Marcos Station at the top or bottom of each hour. The Senior Shopper shuttle connects four senior residential communities with shopping destinations on Tuesday and Thursday only.

Route 1 utilizes two vehicles. Routes 4 and 5 each require one vehicle. One vehicle is used to operate Routes 2 and 3, alternating between routes every 30 minutes. Another vehicle alternates between Routes 6 and 7. The Senior Shopper route requires one vehicle.

### Service Characteristics

Route	Days of Service	Service Span	Frequency (minutes)	Vehicles <sup>1</sup>	Daily Trips
1 Hopkins/WonderWorld	Monday-Friday	7:00 a.m. – 8:00 p.m.	30	2	26
2 Post	Monday-Friday	7:00 a.m. – 8:00 p.m.	60	0.5	13
3 Uhland	Monday-Friday	7:00 a.m. – 8:00 p.m.	60	0.5	13
4 Conway/Linda	Monday-Friday	7:00 a.m. – 8:00 p.m.	30	1	26
5 Outlets/University	Monday-Friday	7:00 a.m. – 8:00 p.m.	60	1	13
6 Guadalupe/Redwood	Monday-Friday	7:00 a.m. – 4:30 p.m.	60-240	0.5	5
7 Bishop	Monday-Friday	7:30 a.m. – 5:00 p.m.	60-240	0.5	5
Senior Shopper	Tuesday/Thursday	9:30 a.m. – 2:30 p.m.	N/A	1	4
<b>Total</b>				<b>7</b>	

## **1 Hopkins / Wonder World**

Route 1 is a crosstown route that mostly operates along Wonder World Drive and Hopkins Street. Destinations along the route include Walmart, San Marcos Activity Center, San Marcos Library, downtown, H-E-B, San Marcos Post Office, Hays County Government Center, and Central Texas Medical Center. Route 1 runs every 30 minutes using two buses and does not serve San Marcos Station.

## **2 Post and 3 Uhland**

Route 2 and 3 share the same alignment along East Hopkins Street, and Thorpe Lane between San Marcos Station and Aquarena Springs Drive. Route 2 continues northeast along Eastwood Street, Mill Street, Uhland Road, and Post Road to serve several apartment communities. Route 3 continues east of I-35 along Aquarena Springs Drive and Uhland Road to also serve several apartment communities.

Both routes serve H-E-B, Springtown Center, San Marcos Activity Center, San Marcos Library, downtown, and San Marcos Station, providing 30-minute service along the shared segment and 60-minute service along each branch. One bus is used to operate both routes which alternate every 30 minutes from San Marcos Station.

## **4 Conway/Linda**

Route 4 operates between San Marcos Station and Walmart on SH 80, serving the East Guadalupe, Victory Gardens, Wallace Addition, and Blanco Gardens neighborhoods. Route 4 runs every 30 minutes and does not serve downtown.

## **5 Outlets/University**

Route 5 operates between Craddock Avenue and Centerpoint Road, serving the Hughson Heights neighborhood, Texas State University, downtown, San Marcos Station, Stonecreek Crossing, San Marcos Premium Outlets, and Tanger Outlets San Marcos. Route 5 runs every 60 minutes.

## **6 Guadalupe/Redwood**

Route 6 connects the Redwood community and Sunset Acres neighborhood with San Marcos Station. The route consists of two morning round-trips, one midday round-trip, and two afternoon round-trips. Route 6 does not serve downtown.

## **7 Bishop**

Route 7 connects the Victory Gardens, Westover, and Southwest Hills neighborhoods with San Marcos Station. The route consists of two morning round-trips, one midday round-trip, and two afternoon round-trips. Route 7 does not serve downtown.

## **Senior Shopper**

The Senior Shopper shuttle operates on Tuesdays and Thursdays connecting four senior living communities (Mariposa, Stonebrook, La Vista, and Springtown Villa) with Walmart on Tuesdays and H-E-B on Thursdays. Each community has its own pick-up and return trip, which are scheduled 90-120 minutes apart.



# SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

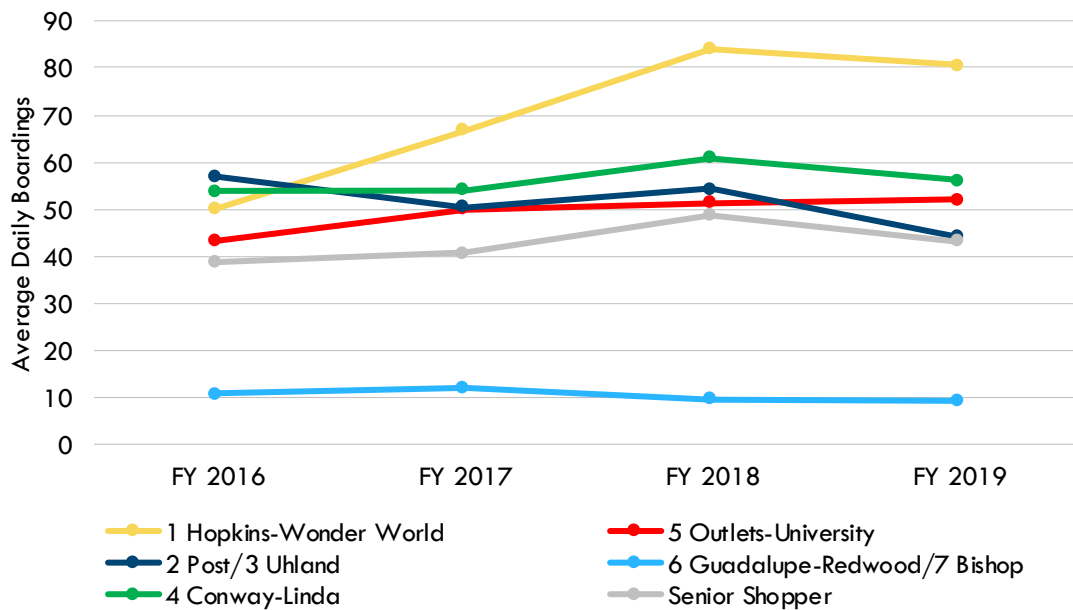
## System Ridership

San Marcos Transit system ridership has increased slightly over the past four years. System ridership during fiscal year 2019 (September 2018-August 2019) was 13% higher than during fiscal year 2016. Ridership on Route 1 nearly doubled during that timeframe while ridership on other routes has remained mostly consistent.



Sources: City of San Marcos, CARTS

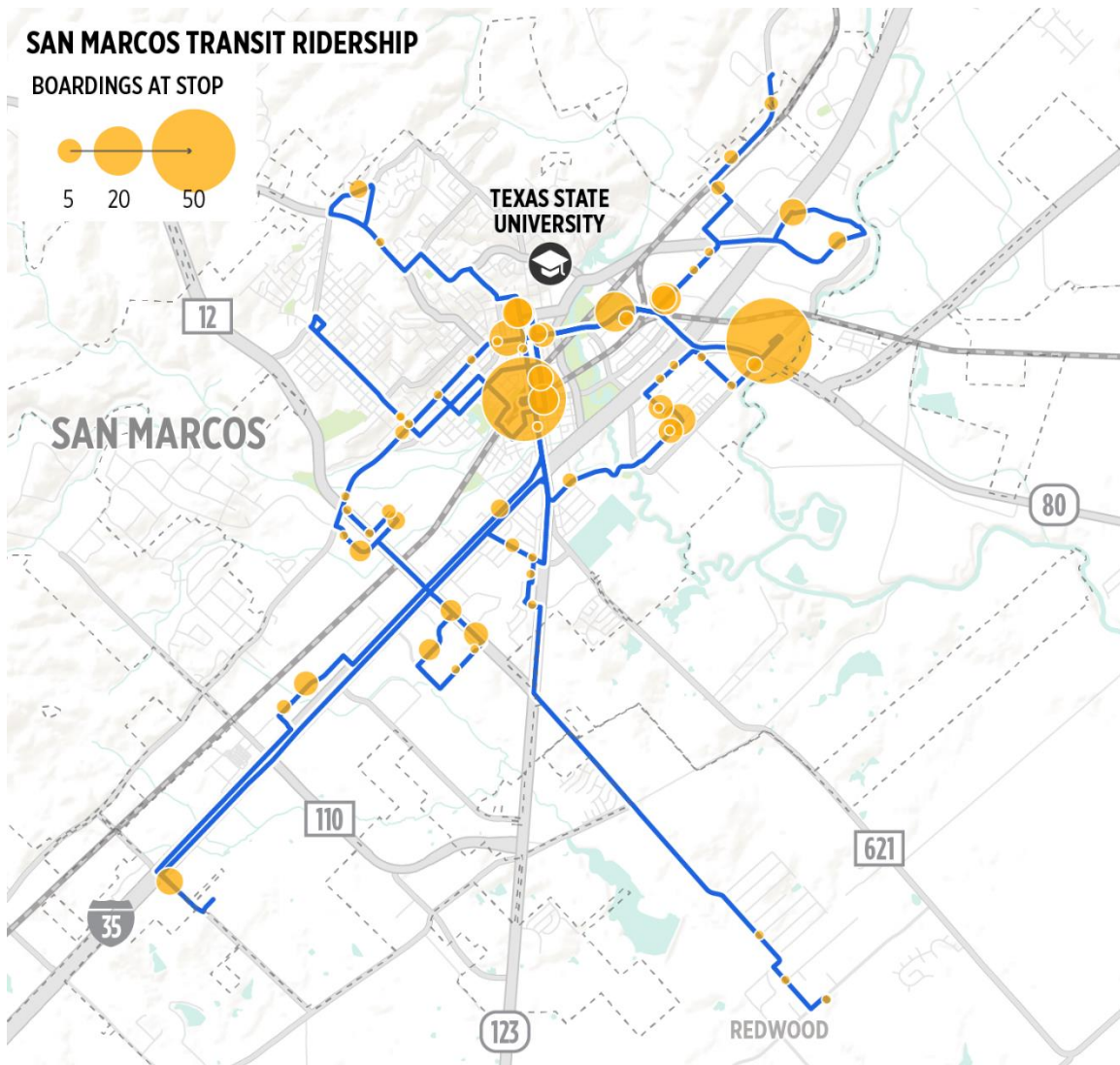
## Route Ridership



Sources: City of San Marcos, CARTS

## Ridership by Stop

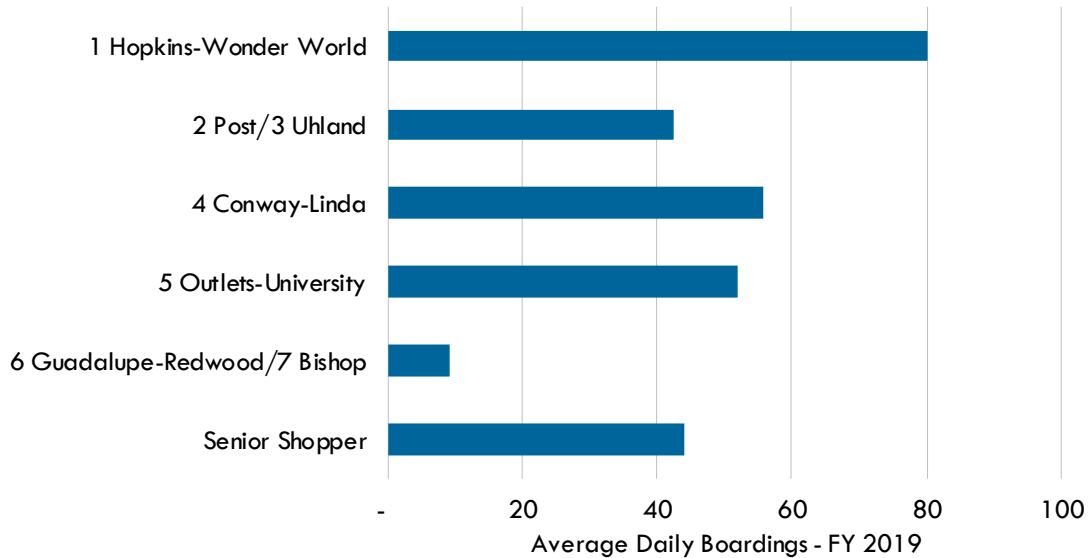
The implementation of Route 1 during the January 2015 route network restructure resulted in a significant decrease in transfer activity at San Marcos Station. Stops that have experienced an increase in daily ridership over the past four years include Walmart, San Marcos Library, and both H-E-B stores. Ridership is lowest north and west of Texas State University and in Redwood.



Sources: City of San Marcos, CARTS

### Ridership by Route

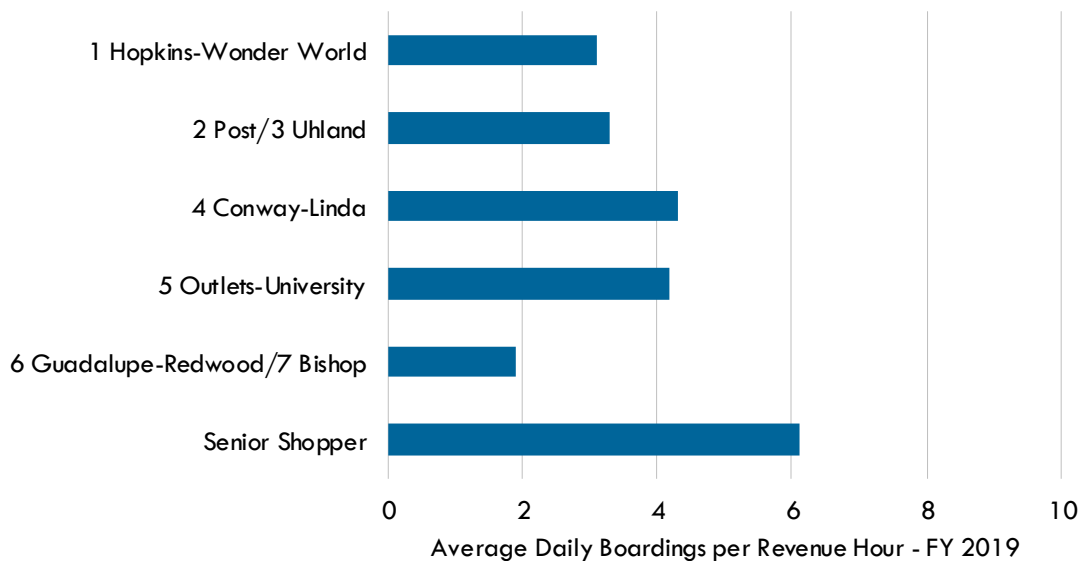
Route 1 had the highest ridership of all San Marcos Transit routes for CARTS FY 2019 (September 2018-August 2019) with 80 boardings per day. Routes 2/3 and Routes 6/7 are each operated with the same vehicle, therefore, ridership is collected for both routes. The Senior Shopper operates on Tuesday and Thursday only.



Sources: City of San Marcos, CARTS

### Ridership Productivity by Route

Route 1 is less productive than Routes 2-5 because it requires two buses and twice as many hours to operate. The Senior Shopper provides limited, direct service for a specific market and is therefore more productive than other routes.

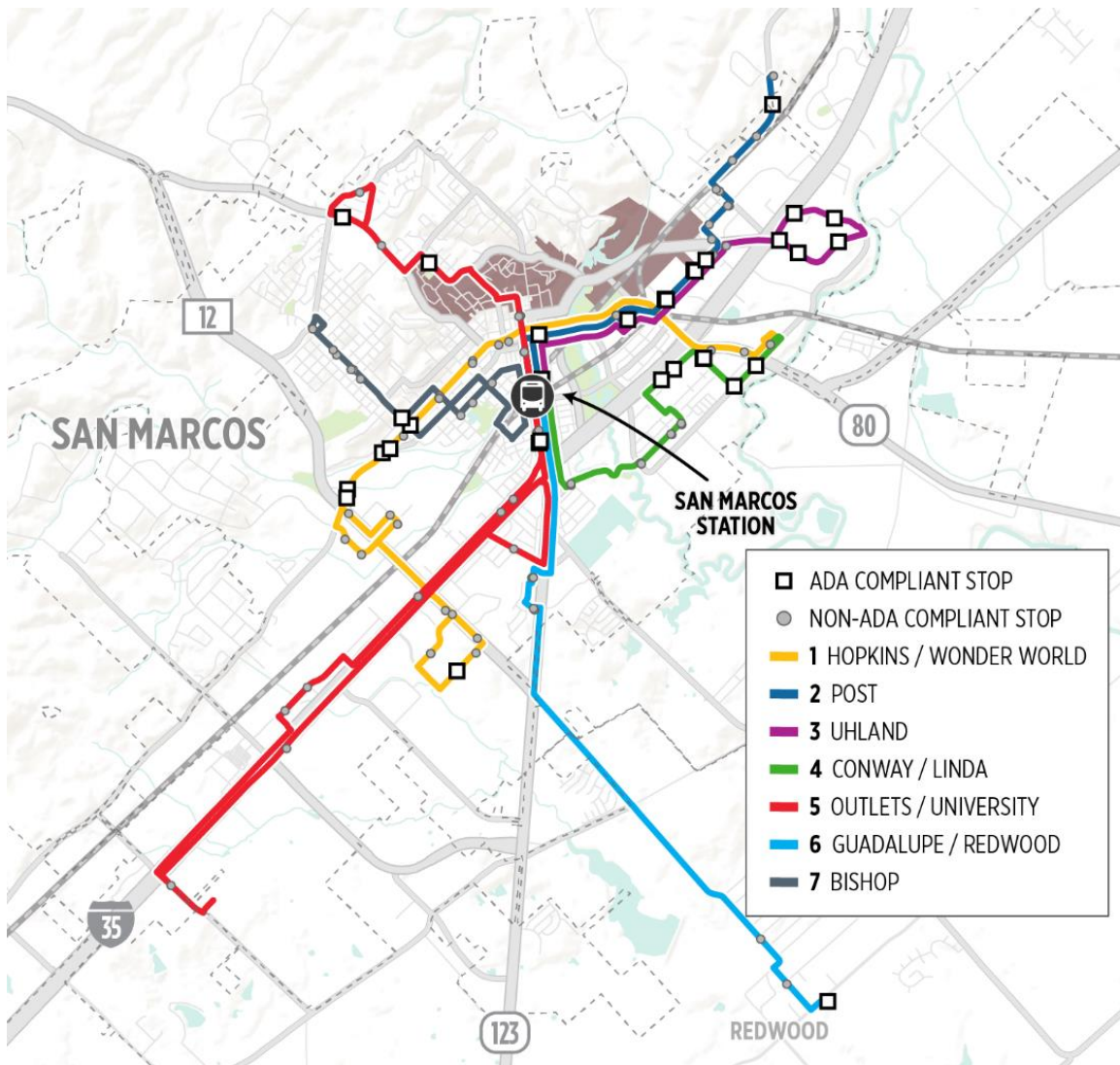


Sources: City of San Marcos, CARTS

## Bus Stops

The San Marcos Transit route network is supported by San Marcos Station and 116 bus stops, 18 of which (16%) have city-owned or private shelters, and 32 of which (28%) are compliant with ADA standards, which require that boarding and alighting areas have the following:

- Firm, stable surface
- Unobstructed length of 96" and unobstructed width of 60"
- Connection to an accessible street, sidewalk, or pedestrian path
- Maximum slope of 1:48 perpendicular to the roadway



Sources: City of San Marcos

## Paratransit

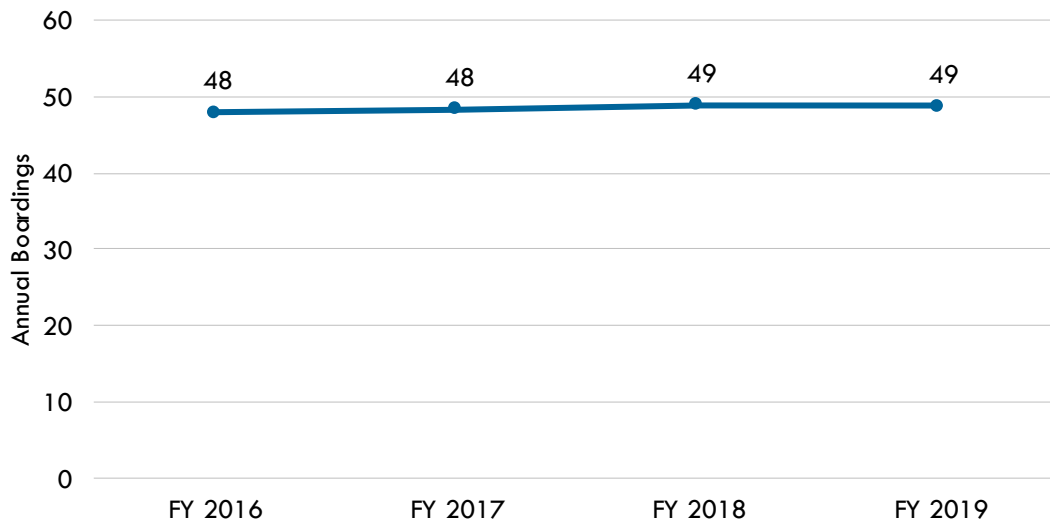
San Marcos residents that are unable to ride fixed-route service due to a physical or functional disability or are age 65 or older are eligible to ride complementary paratransit service, which is also operated by CARTS.

This curb-to-curb service operates during the same days and hours as fixed-route service (weekdays from 7:00 a.m. to 8:00 p.m.) but requires advance scheduling. Prospective paratransit riders must complete an eligibility application that describes their disability and submit verification from a qualified health care professional.

While federal laws require complementary paratransit service within three-quarters of a mile of fixed-route service, CARTS occasionally transports residents that reside beyond this distance.

Ridership for San Marcos Paratransit has remained consistent over the past four fiscal years.

### Historical Paratransit Annual Ridership

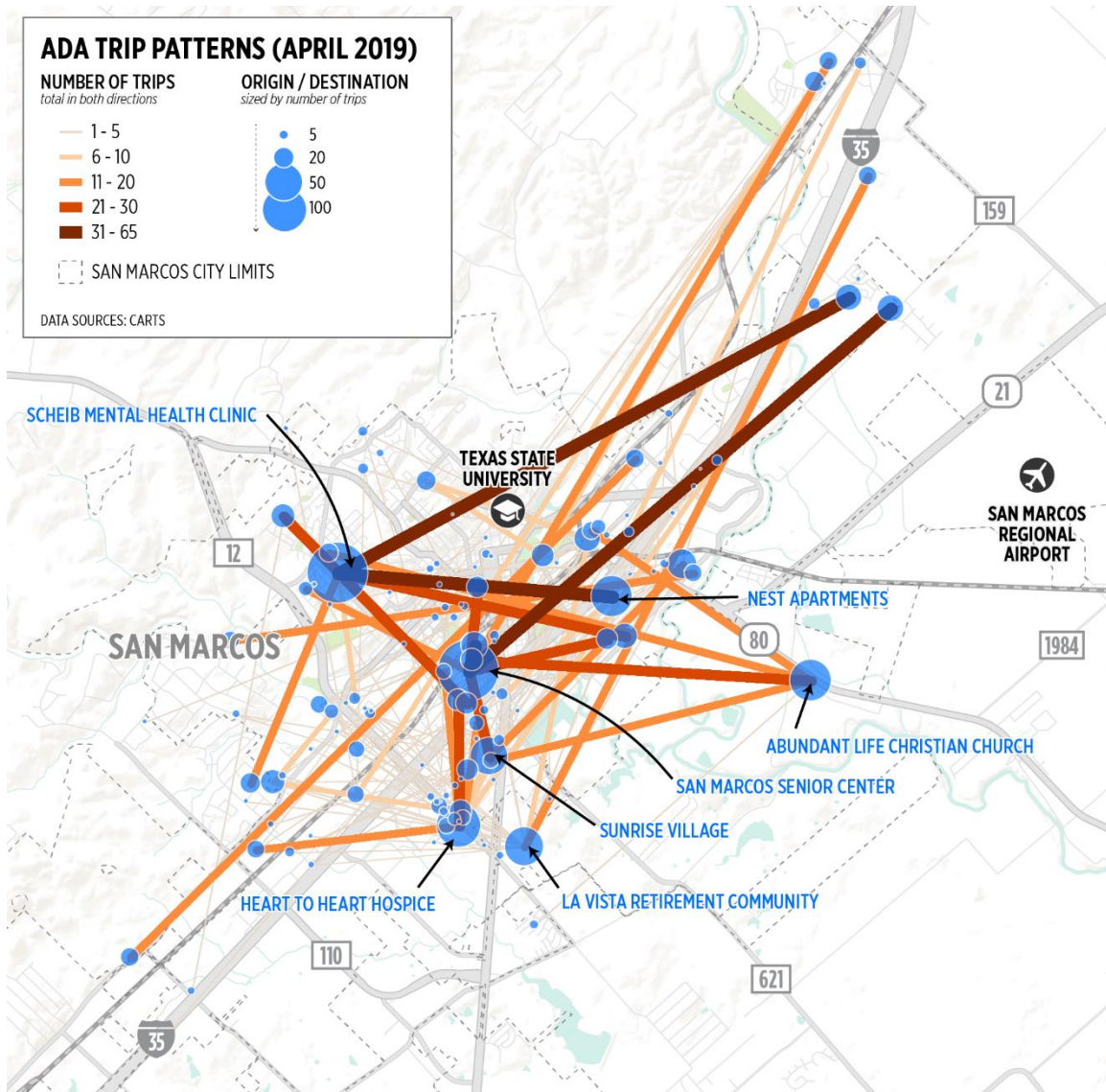


Sources: City of San Marcos, CARTS



## Paratransit Trip Patterns

Major destinations for San Marcos Paratransit include Scheib Mental Health Clinic, San Marcos Senior Center, and Abundant Life Christian Church. Major origins include Nest Apartments, Sunrise Village, La Vista Retirement Community, and Heart to Heart Hospice.



Sources: City of San Marcos, CARTS

## Vehicles

The San Marcos Transit and Paratransit fleet is comprised of 30' heavy-duty Texas Low Emission Diesel (TxLED) fuel buses and 25' medium-duty gasoline fuel cutaways. Heavy-duty buses have 32 seats and accommodate 2 wheelchairs. Transit cutaways have 18 seats and accommodate 2 wheelchairs. Paratransit cutaways have 16 seats and accommodate 4 wheelchairs. All transit vehicles are equipped with two position bike racks.

### 30' Heavy-Duty Diesel Fuel Bus



### 25' Light-Duty Gasoline Fuel Cutaway



Sources: CARTS

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**San Marcos Transit System Revenue Hours**

Service	Daily Revenue Hours	Annual Days	Total Revenue Hours
<b>Regular Routes</b>			
1 Hopkins-Wonder World	25.9	253	6,561
2 Post/ 3 Uhland	13.0	253	3,276
4 Conway-Linda	13.0	253	3,281
5 Outlets-University	12.4	253	3,141
6 Guadalupe-Redwood / 7 Bishop	4.9	253	1,227
<b>Special Route</b>			
Senior Shopper	5.0	103	515
<b>Paratransit</b>			
Paratransit	24.4	253	6,172
<b>Total Revenue Hours</b>			<b>24,173</b>



### **Storage Facility**

San Marcos Transit vehicles are currently stored in a secure yard adjacent to San Marcos Station owned by the Capital Area Rural Transportation System (CARTS).



Image source: Nearmap, February 21, 2020

### **Maintenance Facility**

San Marcos Transit vehicles are maintained at CARTS' Lee Dildy Operations and Headquarters Complex facility at 5300 Tucker Hill Lane in Cedar Creek. This facility is approximately 45 miles driving distance from the San Marcos Transit yard. The vehicle maintenance center (VMC) at the Lee Dildy Complex, which opened in 2017, was constructed with expanded capacity to support CARTS' increased future projected fleet size. San Marcos Transit vehicles are currently rotated in and out of CARTS' Cedar Creek VMC as maintenance and repairs are needed.



Image source: Google, 2020

## **BOBCAT SHUTTLE**

Bobcat Shuttle is managed by Texas State University Transportation Services. Bobcat Shuttle operates 237 days out of the year, when classes or finals are in session, and is free to Texas State University students, faculty, staff, as well as the general public. Bobcat Shuttle is funded by student fees and a portion of faculty/staff parking permit fees. Bobcat Shuttle operates at five primary service levels:

- Fall/Spring Monday-Thursday
- Fall/Spring Friday
- Fall/Spring Saturday
- Summer
- Finals

### **Fall/Spring Monday-Thursday Service**

During the fall and spring semesters, Bobcat Shuttle operates Monday-Thursday from 7:00 a.m. to approximately 11:00 p.m. From 7:00 a.m. to 6:30 p.m., the system consists of:

- Two bi-directional routes that connect student housing and parking with campus
- One counter-clockwise campus loop route that provides cross-campus travel
- Eight bi-directional routes that connect off-campus apartments with campus

Monday-Thursday service is reduced to seven routes between 6:30 p.m. and 9:00 p.m. and to four routes after 9:00 p.m.

### **Fall/Spring Friday Service**

During the fall and spring semesters on Friday, Bobcat Shuttle operates the same routes as Monday-Thursday between 7:00 a.m. to 6:30 p.m. No evening service is operated on Friday.

### **Fall/Spring Saturday Service**

Bobcat Shuttle operates five routes from 11:00 a.m. to 6:30 p.m. on Saturday. Bobcat Shuttle does not operate Sunday service.

### **Summer Service**

During summer semester and the week prior to fall semester, Bobcat Shuttle operates ten routes from 7:00 a.m. to 5:30 p.m. on weekdays. Bobcat Shuttle does not operate on summer weekends.

### **Finals Service**

Bobcat Shuttle operates a lower frequency with extended hours of operation during finals.

### **Pathways Shuttle**

Bobcat Shuttle operates a route that connects Texas State University with the Austin Community College Hays County campus at part of the Pathways Program, in which students are co-enrolled at both institutions and working towards full admission to Texas State University.



## Special Service

Bobcat Shuttle also provides special shuttle service for university-sponsored events, such as commencement ceremonies and football games.

## Campus Routes

### Route 10 Bobcat Stadium

This route connects Stadium East, Stadium West, the Lyndon, Summit, Uptown Square, and Undergraduate Academic Center.

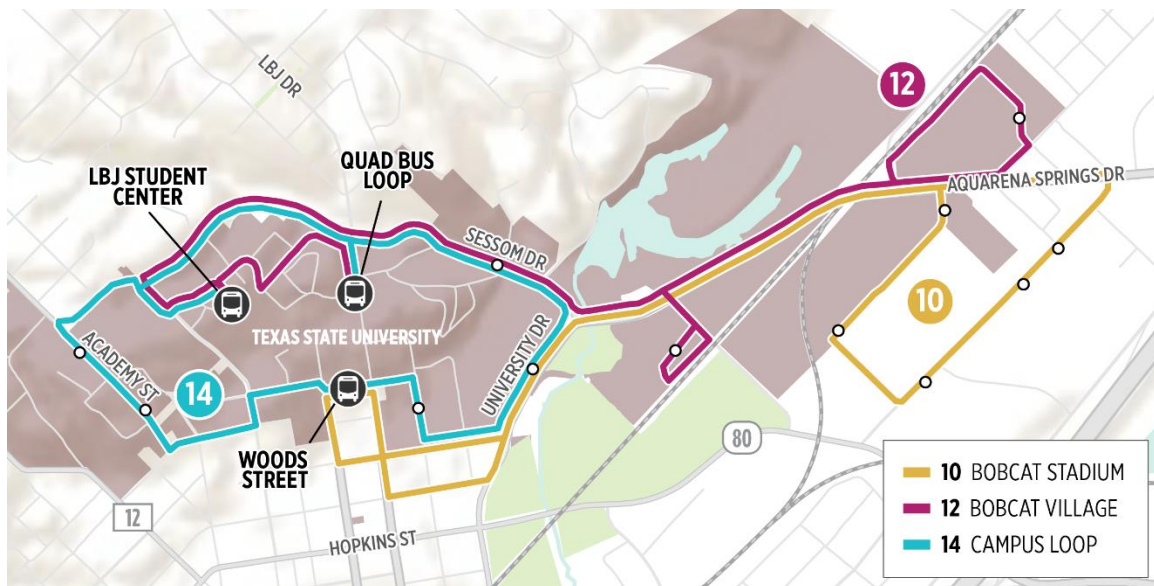
### Route 12 Bobcat Village

This route serves Bobcat Village, University Event Center, LBJ Student Center, the Quad Bus Loop.

### Route 14 Campus Loop

This route circulates campus counterclockwise serving LBJ Student Center, Student Recreation Center, Bexar Hall, Wood Street, Lantana, Sewell, Sessom Lot, and the Quad Bus Loop.

### Bobcat Shuttle On-Campus Weekday Routes



Source: Texas State University

## **Off-Campus Routes**

### **Route 20 Aquarena Springs**

This route serves several apartment communities, including River Oaks Villas, Riverside Ranch, Villagio, Arba, The Lodge, Autumn Chase, and CastleRock. The route serves the Undergraduate Academic Center stop on campus.

### **Route 21 Blanco River**

This route serves The Grove and Heights II and Undergraduate Academic Center.

### **Route 22 Mill Street**

This route services Telluride, Verandah, Copper Beech, Old Mill, and the Quad Bus Loop.

### **Route 23 Post Road**

This route serves Outpost, Elevation, Village Green, West Avenue, and the Quad Bus Loop.

### **Route 24 Craddock**

This route serves Bishop Square, Algarita, Retreat, Speck Garage, and LBJ Student Center.

### **Route 25 Ranch Road**

This route serves Highcrest, The Edge, Dakota Ranch, Retreat, Speck Garage, and LBJ Student Center.

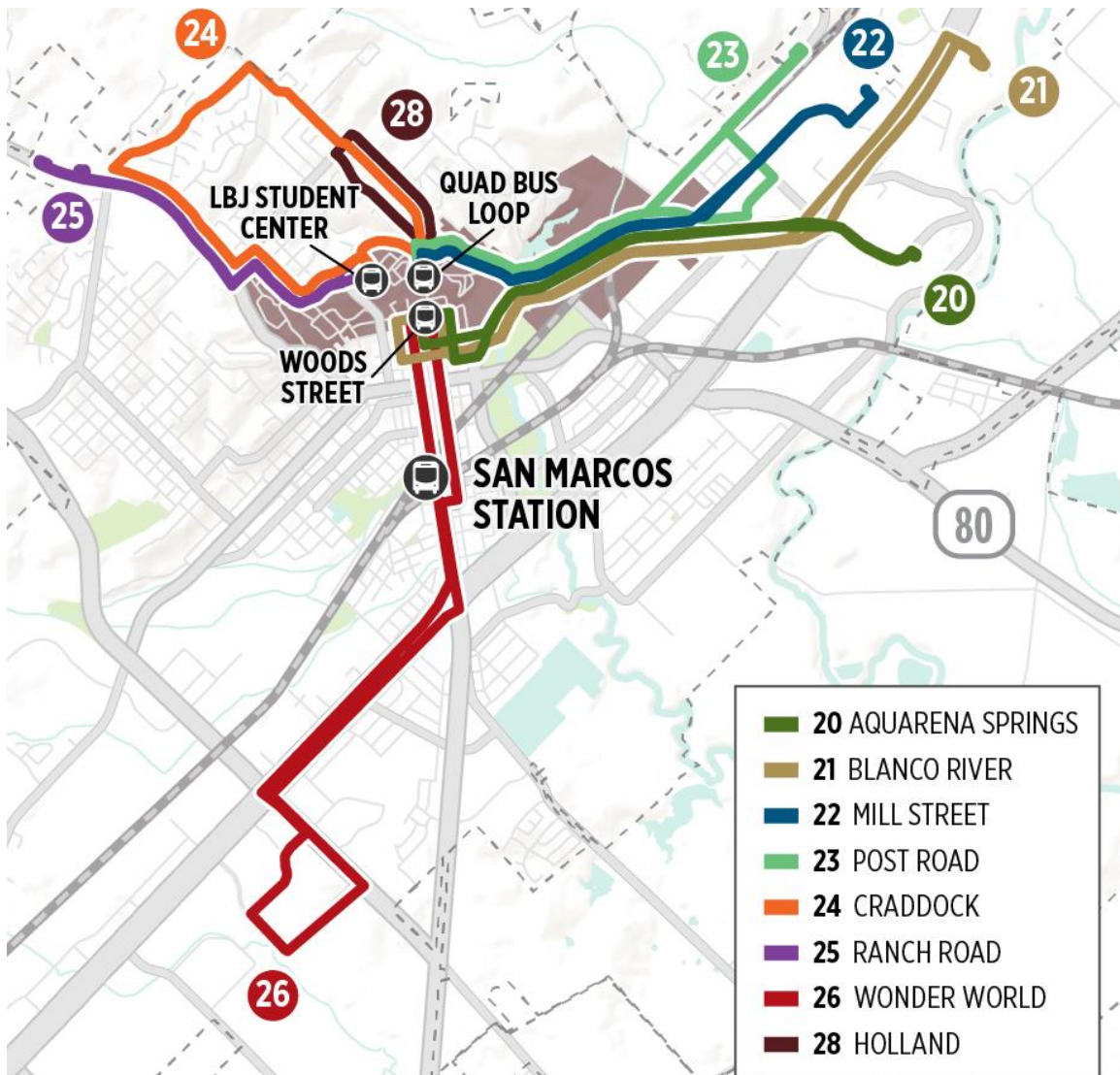
### **Route 26 Wonder World**

This route serves Cabana Beach, Spring Marc, University Club, Palazzo, and Tower Hall Garage.

### **Route 28 Holland**

This route connects one stop at Holland & LBJ with the Quad Bus Loop.

**Bobcat Shuttle Off-Campus Weekday Routes**



Source: Texas State University

## **Evening Routes**

### **Route 40 Aquarena/Blanco**

This route serves River Oaks Villas, Riverside Ranch, Villagio, Arba, The Lodge, Autumn Chase, Castle Rock, The Grove, Heights II, and Undergraduate Academic Center.

### **Route 42 Mill/Post**

This route serves Outpost, Elevation, Village Green, Telluride, Verandah, Copper Beech, Old Mill, West Avenue, and the Quad Bus Loop.

### **Route 44 Craddock/Ranch Rd**

This route serves Hillside Ranch, Bishop Square, Algarita, The Edge, Dakota Ranch, The Retreat, Speck Garage, and LBJ Student Center.

### **Route 46 Wonder World**

This route serves Cabana Beach, Spring Marc, University Club, Palazzo, and Tower Hall.

## **Night Routes**

### **Route 50 Night East**

This route serves Stadium East, Stadium West, The Lyndon, Summit, Uptown Square, River Oaks Villas, Riverside Ranch, The Grove, Heights II, and Undergraduate Academic Center.

### **Route 52 Night North**

This route serves Outpost, Elevation, Village Green, Telluride, Verandah, Copper Beech, Old Mill, and West Avenue, Mill Street Lot North, and the Quad Bus Loop.

### **Route 54 Craddock/Ranch Rd**

This route serves Hillside Ranch, Bishop Square, Algarita, The Edge, Dakota Ranch, The Retreat, and Speck garage. This route also circulates campus serving LBJ Student Center, Student Recreation Center, Bexar Hall, Wood Street, Lantana Sewell, Sessom Lot, and the Quad Bus Loop.

### **Route 56 Night South**

This route serves Cabana Beach, Spring Marc, University Club, Palazzo, and Tower Hall.

## **Saturday Routes**

### **Route 60 San Marcos East**

This route serves Stadium East, Stadium West, The Lyndon, Summit, Uptown Square, River Oaks Villas, Riverside Ranch, Villagio, Arba, The Lodge, Autumn Chase, and CastleRock, The Grove, Heights II, University Heights, and LBJ Student Center.

### **Route 62 San Marcos North**

This route serves Telluride, Verandah, Copper Beech, Old Mill, Outpost, Elevation, Village Green, West Avenue, Mill Street Lot North, and LBJ Student Center.

### **Route 64 San Marcos West**

This route serves Hillside Ranch, Bishop Square, Algarita, The Edge, Dakota Ranch, The Retreat, and Speckgarage. This route also circulates campus serving LBJ Student Center, Student Recreation Center, Bexar Hall, Wood Street, Lantana Sewell, Sessom Lot, and the Quad Bus Loop.

### **Route 66 San Marcos South**

This route serves Cabana Beach, Spring Marc, University Club, Palazzo, and the LBJ Student Center.

### **Route 68 San Marcos Marketplace**

This route provides service to Target and The Outlet Malls from the LBJ Student Center.

## **Pathways Route**

### **Route 30 Pathways**

This route connects the Austin Community College Hays Campus with the Quad Bus Loop.



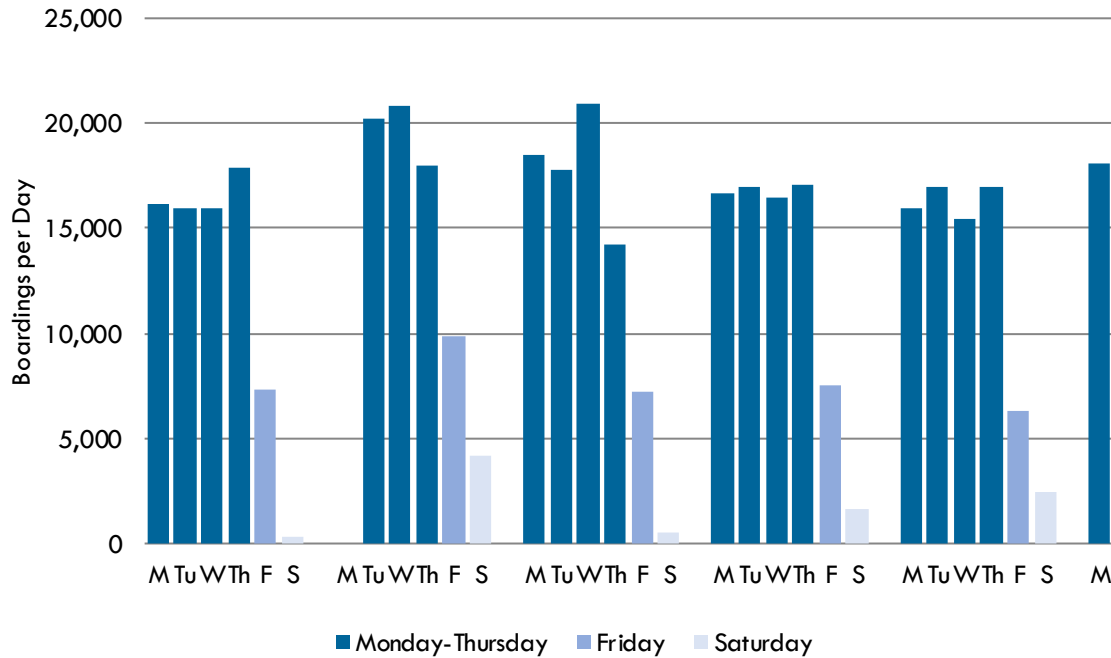
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**Fall/Spring Route Frequencies and Peak Buses**

Route	Monday-Thursday		Friday		Saturday	
	Peak Frequency	Peak Buses	Peak Frequency	Peak Buses	Frequency	Buses
<b>Weekday Routes</b>						
10 Bobcat Stadium	6	4	12	2	-	-
12 Bobcat Village	10	3	12	2	-	-
14 Campus Loop	8	3	12	2	-	-
20 Aquarena Springs	6	4	8	3	-	-
21 Blanco River	8	4	12	2	-	-
22 Mill Street	6	5	6	4	-	-
23 Post Road	7	3	7	3	-	-
24 Craddock	7	3	10	2	-	-
25 Ranch Road	7	3	10	2	-	-
26 Wonder World	10	3	10	3	-	-
28 Holland	10	1	10	1		
<b>Intercity Route</b>						
30 Pathways	30	2	-	-	-	-
<b>Weekday Evening Routes</b>						
40 Aquarena/Blanco	17	2	-	-	-	-
42 Mill/Post	18	2	-	-	-	-
44 RR/Craddock/Holland	30	1	-	-	-	-
46 Wonder World	30	1	-	-	-	-
<b>Weeknight Routes</b>						
50 Night East	45	1	-	-	-	-
52 Night North	45	1	-	-	-	-
54 Night West	45	1	-	-	-	-
56 Night South	45	1	-	-	-	-
<b>Saturday Routes</b>						
60 San Marcos East	-	-	-	-	45	1
62 San Marcos North	-	-	-	-	45	1
64 San Marcos West	-	-	-	-	45	1
66 San Marcos South	-	-	-	-	45	1
68 San Marcos Marketplace	-	-	-	-	45	1
<b>Peak Vehicles</b>	-	<b>36</b>	-	<b>26</b>	-	<b>5</b>

## Fall 2019 Ridership

Data below shows daily ridership between Monday, August 26<sup>th</sup> and Monday September 30<sup>th</sup>, 2019. Bobcat Shuttle ridership drops significantly on Fridays, when service is reduced to match campus activity. Saturday ridership increases when Texas State University Transportation Services operates football shuttles.

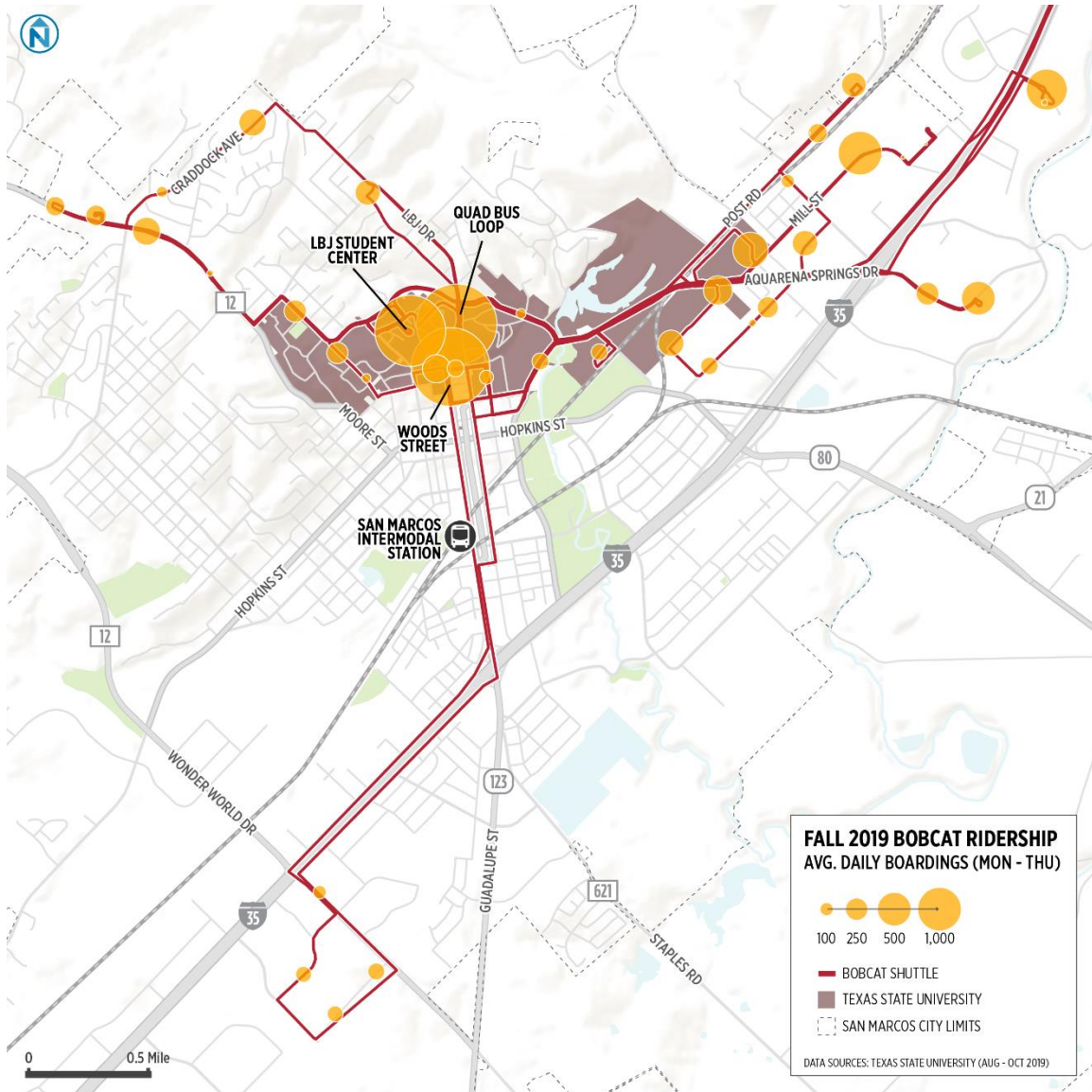


Source: Texas State University

## Ridership by Stop

Bobcat Shuttle currently serves 42 bus stops in San Marcos, 16 of which are on Texas State University property. Three bus stops on campus (Quad Bus Loop, LBJ Student Center, and Wood Street/Undergraduate Academic Center) function as shuttle hubs, serving as the endpoint for multiple routes. Nearly 50% of Bobcat Shuttle alightings and boardings take place at these stops. Ridership is also high at Bobcat Village Apartments and Bobcat Stadium stops.

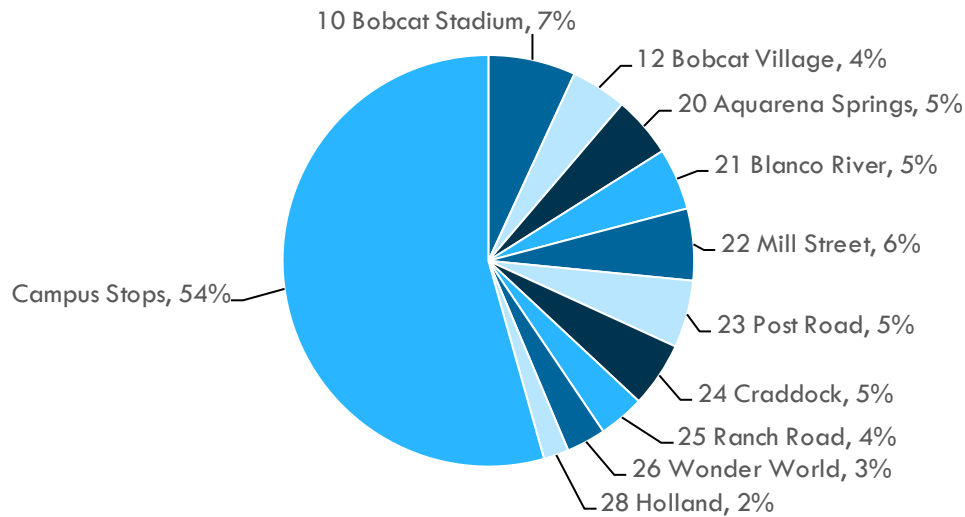
Off-campus ridership is highest along Mill Street, Aquarena Springs Drive, and River Ridge Parkway. Ridership is lowest at stops along Wonder World Drive.



Source: Texas State University

### Ridership by Route/Area

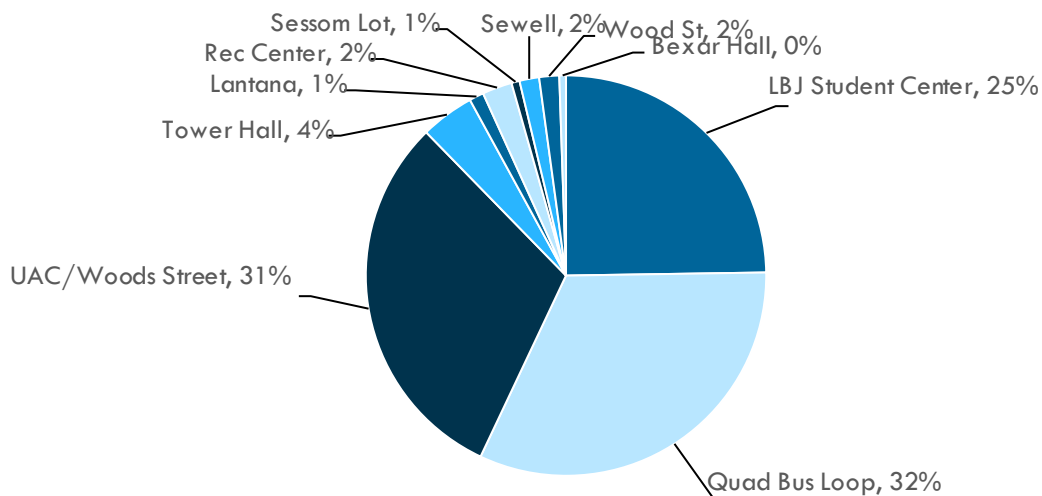
Bobcat Shuttle ridership data is collected at each bus stop using automatic passenger counters on board each bus. The following chart depicts ridership for stops served by each route. Nearly half of all boardings occur at off-campus stops (including Bobcat Stadium and Bobcat Village).



Source: Texas State University

### Ridership at Campus Stops

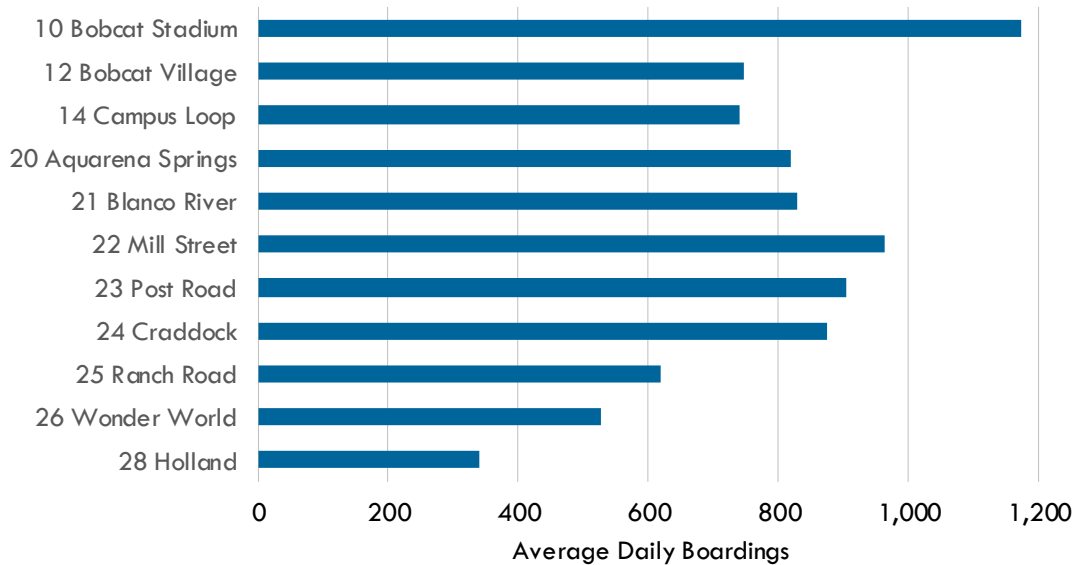
After the three primary campus hubs, Tower Hall, which is served by the Route 26 Wonder World has the highest ridership. The remaining stops are primarily served by Route 14 Campus Loop.



Source: Texas State University

### Ridership by Route

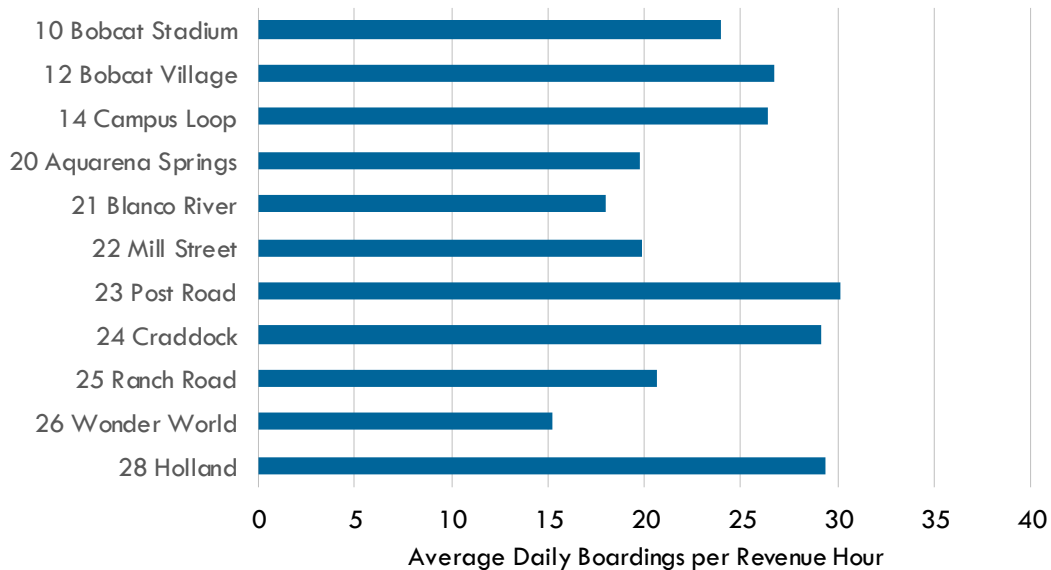
Route 10 Bobcat Stadium is the highest ridership route in the Bobcat Shuttle system with nearly 1,200 daily boardings. Most Bobcat Shuttle routes average between 750-1,000 daily boardings.



Source: Texas State University

### Ridership Productivity by Route

Route 28 Holland is the most productive Bobcat Shuttle route despite having the lowest daily boardings because it requires only one bus to operate. Route 26 Wonder World is the only route that averages fewer than 18 boardings per revenue hour.



Source: Texas State University



## **Vehicles**

Texas State University contracts with Transdev Management Services (Transdev) to operate Bobcat Shuttle service, which consists of forty-four 40' heavy-duty buses, two 35' heavy-duty buses, and two light-duty cutaways. Texas State University recently introduced low-floor, 102" wide buses to the Bobcat Shuttle fleet and anticipate transitioning to this vehicle type in the future for added capacity.

Texas State University currently owns one 40' bus, both 35' buses, and both cutaways. Transdev owns or leases the remaining forty-three vehicles which are 100% dedicated to Texas State University shuttle service.



Source: Texas State University

### **Storage, Maintenance, and Operations Facility**

Bobcat Shuttle vehicles are mostly owned or leased by TSU's operating contractor, Transdev. These vehicles are stored and maintained at 4980 Transportation Way in San Marcos, approximately seven miles from Texas State University campus and San Marcos Station.



Image source: Nearmap, February 21, 2020

**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
City of San Marcos

**System Revenue Hours**

Service	Daily Revenue Hours	Annual Days/Events	Total Revenue Hours
<b>Fall Service</b>			
Fall Light (week before Fall begins)	107.5	5	537.5
Fall Monday-Thursday	422.5	58	24,505.0
Fall Friday	234.0	13	3,042.0
Fall Saturday	39.0	15	585.0
<b>Spring Service</b>			
Spring Monday-Thursday	422.5	56	23,660.0
Spring Friday	234.0	14	3,276.0
Spring Saturday	39.0	15	585.0
<b>Summer Service</b>			
Summer Monday-Friday	107.5	48	5,160.0
<b>Finals Service</b>			
Finals	299.0	11	3,289.0
Fall Last Day of Finals	133.4	1	133.4
Spring Last Day of Finals	175.3	1	175.3
<b>Pathways Service</b>			
Pathways Monday/Wednesday	16.8	63	1,055.3
Pathways Tuesday/Thursday	11.8	63	740.3
<b>Special Events</b>			
Commencement Ceremonies	40.0	21	840.0
Football Gameday	35.0	6	210.0
<b>Total Revenue Hours</b>			<b>67,794</b>

## **CARTS**

### **CARTS Interurban Routes**

In addition to operating San Marcos Transit and Paratransit, CARTS also provides intercity bus service between San Marcos and Austin on weekdays via Routes 1510 Yellow and 1517 Gold. Stops in San Marcos include San Marcos Station, Texas State University (Undergraduate Academic Center), and Tanger Outlets. Stops in Austin include Southpark Meadows, Austin Greyhound, and Plaza Saltillo. All CARTS buses are equipped with bike racks.



Source: Dana Platt, CARTS



**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
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**CARTS Interurban Schedules**

Route	CARTS Plaza Saltillo	Southpark Meadows	Texas State University	San Marcos CARTS	Tanger Outlets	Southpark Meadows	CARTS Plaza Saltillo
1517 Gold	6:45 a.m.	7:05 a.m.	7:40 a.m.	7:45 a.m.	-	-	8:45 a.m.
1510 Yellow				7:45 a.m.	-	8:45 a.m.	9:15 a.m.
1517 Gold	7:45 a.m.	8:05 a.m.	8:40 a.m.	8:45 a.m.	-	9:20 a.m.	9:45 a.m.
1517 Gold	8:45 a.m.	9:05 a.m.	9:40 a.m.	9:45 a.m.	-	10:20 a.m.	10:45 a.m.
1510 Yellow	9:15 a.m.	9:35 a.m.	10:10 a.m.	10:15 a.m.	10:25 a.m.	11:15 a.m.	12:05 p.m.
1517 Gold	10:45 a.m.	11:05 a.m.	11:40 a.m.	11:45 a.m.	-	12:20 p.m.	12:45 p.m.
1510 Yellow	12:05 p.m.	12:25 p.m.	1:00 p.m.	1:05 p.m.			
1510 Yellow				1:35 p.m.	1:45 p.m.	2:25 p.m.	3:15 p.m.
1517 Gold	12:45 p.m.	1:05 p.m.	1:40 p.m.	1:45 p.m.	-	2:20 p.m.	2:45 p.m.
1517 Gold	1:45 p.m.	2:05 p.m.	2:40 p.m.	2:45 p.m.	-	3:20 p.m.	3:45 p.m.
1510 Yellow	3:15 p.m.	3:35 p.m.	4:10 p.m.	4:15 p.m.	-	4:50 p.m.	5:40 p.m.
1517 Gold	4:00 p.m.	4:25 p.m.	5:10 p.m.	5:15 p.m.	-	5:50 p.m.	6:15 p.m.
1510 Yellow	5:40 p.m.	6:10 p.m.	6:45 p.m.	6:50 p.m.			
1517 Gold	6:15 p.m.	6:40 p.m.	7:25 p.m.	7:30 p.m.	-	8:00 p.m.	8:15 p.m.

Source: CARTS

Note: Highlighted trips also stop at Austin Greyhound between Southpark Meadows and Plaza Saltillo stops



## **APPENDIX B**

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# Community Engagement

## OCTOBER 2019 OUTREACH

This section summarizes outreach efforts and feedback received from the first round of community engagement.

### Community Meetings

Three community meetings were held on October 2, 2019 to solicit feedback on existing transit services in San Marcos and identify desired improvements. The project team hosted three-hour pop-up sessions at the Texas State University Quad and San Marcos Station during the morning and afternoon, and a formal community meeting at the San Marcos Activity Center in the evening on October 2<sup>nd</sup>. Meetings were publicized using a print flyer that was posted at bus stops and San Marcos Station. In addition, the City of San Marcos and Texas State University publicized the meeting via e-blasts, social media posts, and on their respective websites. Business cards with a link to the online survey were also handed out.

Approximately 100 members of the community attended one of the events, providing feedback through an interactive dot exercise, written comments, and discussions with the project team. Community members were invited to take the online survey through a business card with a QR code and weblink that could be accessed from a desktop or mobile device.



## Meeting Flyer and Business Card

# **SAN MARCOS** Transit Plan

The City of San Marcos is in the early stages of developing a five-year transit plan.

The plan will detail the actions required to coordinate San Marcos Transit and Texas State University Bobcat Shuttle into one transit system that better serves the entire community.

**SAN MARCOS**

**TEXAS STATE UNIVERSITY**

To learn more about the project, please visit:  
[sanmarcostx.gov/Transit](http://sanmarcostx.gov/Transit)


*Please attend the upcoming public meeting!*

**WEDNESDAY, OCTOBER 2**  
**6:00PM - 8:00PM**  
San Marcos Activity Center  
501 E. Hopkins St

City Staff is also hosting two pop-up meetings:


**WEDNESDAY, OCTOBER 2**  
**8:00AM - 11:00AM**  
Texas State University Quad

**1:00PM - 4:00PM**  
San Marcos Intermodal Station  
338 S Guadalupe Street



## **SAN MARCOS** Transit Plan

Help plan the future of transit in San Marcos.



Take a quick survey and visit our website for more information.  
[sanmarcostx.gov/Transit](http://sanmarcostx.gov/Transit)

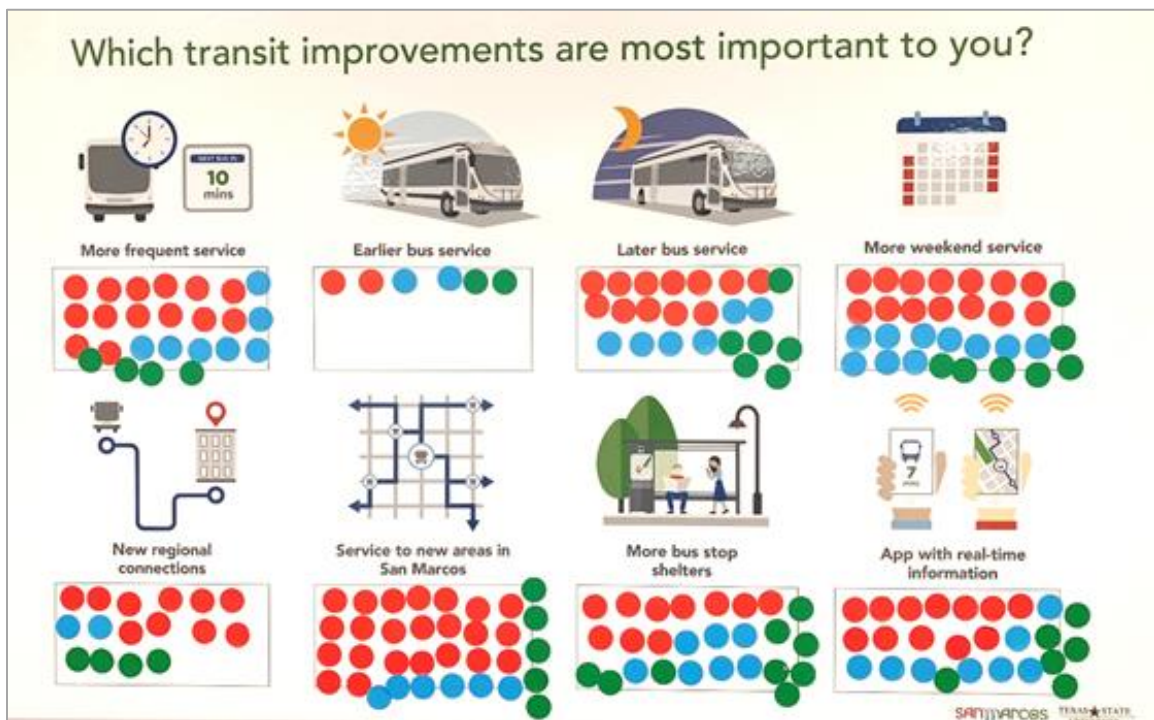
## Interactive Transit Investment Exercise

At each of the three community events, attendees were invited to identify the three most important transit improvements of eight potential options. Participants were given up to three dots, though several elected to identify fewer than three improvements. One hundred eighty-eight dots were placed on the board, colored according to the event at which the activity took place. Red dots were used at the Texas State Quad, blue dots were used at San Marcos Station, and green dots were used at the San Marcos Activity Center.

The most popular improvement at the Texas State University Quad was to provide service to new areas in San Marcos. Several participants voiced a desire for transit access to locations other than campus. This supports the stakeholder feedback that many university affiliates are not aware that they do not have to pay a fare to ride San Marcos Transit.

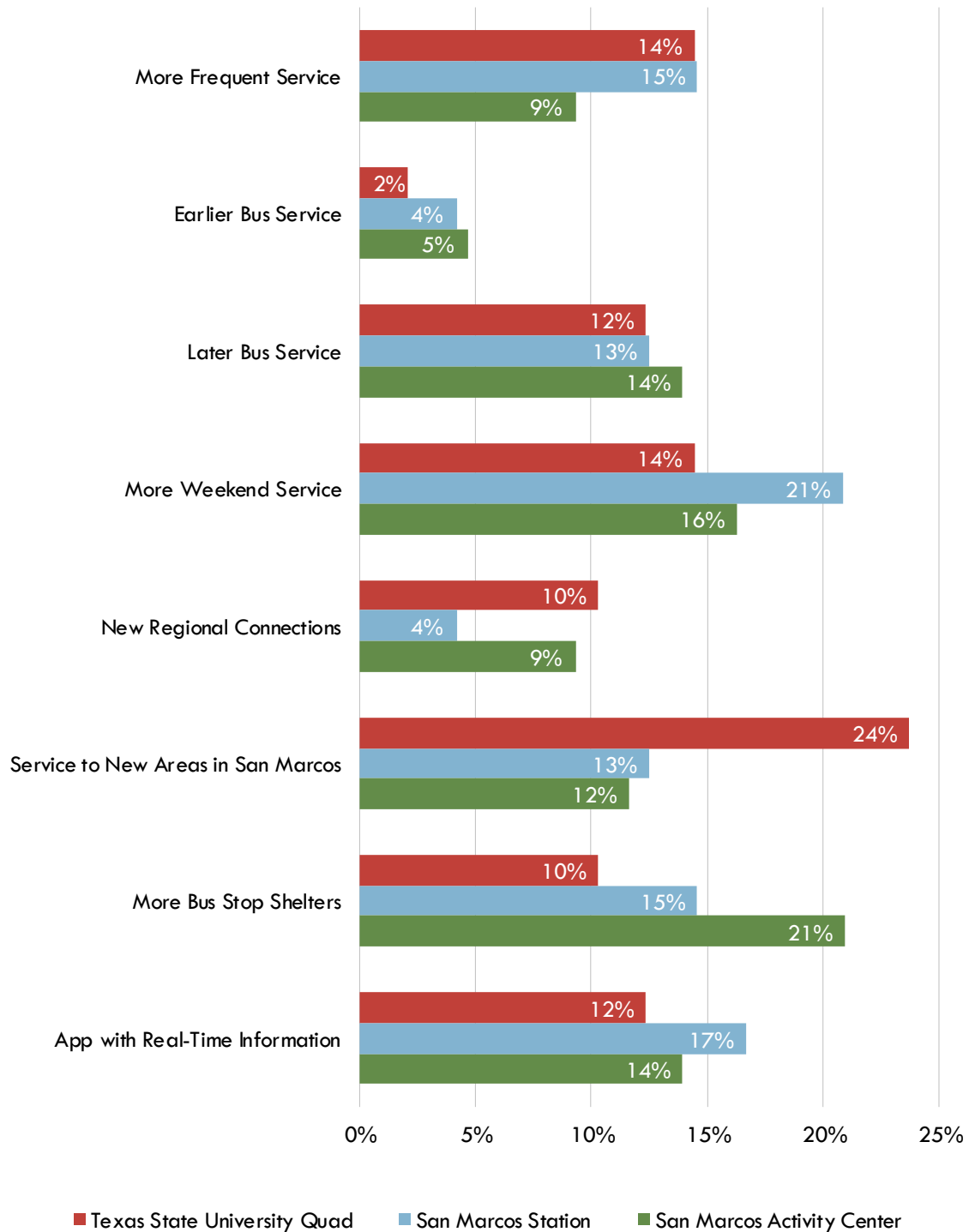
More weekend service was the most popular improvement to participants at San Marcos Station. San Marcos Transit does not operate on weekends. San Marcos Station participants also desire an app with real-time information, which is available for Bobcat Shuttle but not San Marcos Transit.

Meeting attendees at the San Marcos Activity Center most commonly identified more bus stop shelters as an important improvement.



### Summary of Interactive Transit Investment Exercise Results

The following chart depicts the preferred transit investments with the percentages for each community event totaling 100%.





## Community Meeting Comments

Over the course of the three community engagement events, 31 written comments were collected. About half of the comments suggested new bus stop locations within San Marcos, either along existing routes or local and regional destinations not currently served by transit. Other comments provided suggestions for improved amenities at bus stops and echoed the transit improvements listed in the dot exercise, such as extended span of service and improved frequency.

Community Meeting Comments
Add service to Sienna Pointe
Better bus service to neighborhoods so I can get to work from my house.
Better transfer between city and university
Bus stop on New Craddock
Bus to San Antonio
Clean bus stops regularly
Clockwise Campus Loop!
Clockwise Campus Loop! Yes!
Emergency services for Para Transit Point to Point (ex: personal vehicle breakdown)
Expansion of bus services to public schools (pre-K to High) for parents and students for after school activities
Express bus to/from New Braunfels
Food bank distribution. Free ride/day pass for their donation and any other needs (library, paying bills, community service, human resource)
Getting 2-way service at post office, library, and justice center.
Maybe service some neighborhoods that are not as popular. Stokes Park.
More bus stops between bus-stops that are very far from each other.
More frequent service on Routes 6 and 7
More frequent trips so people can get to work and get home
More public information about SM residents' ability to use campus bus system.
Music or wifi on buses
NOT 1 Person Has been picked up at 2 new bus stops and BISHOP
Park and ride parking lots for commuters. Yes!
Parking contained in larger lots at the outskirts of campus... and shuttles to reduce on-road traffic
Remove wasp nests from bus stop shelters
Replace missing bus stop signs
South Side Free Ride Hours
The bus seats are comfy, the drivers are kind, and the stops are in reasonable areas but there is no bus shelter. I don't want to go on the bus when I know my stop isn't protecting me from the heat and rain. BUT I luv pub transit and I have hope!

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Community Meeting Comments
The stop by the building for the offices for the City of SM employees is so far from the building. I would love to see stops in convenient and covered spaces so more people would feel comfortable taking the bus.
The transit needs to run to at least 10pm! And till 8pm on the weekends. It needs more stop shelters and a route directly to the high school!
There need to be service to the DMV, Scheib Center, and HEB.
Weekend service and later service

## Stakeholder Discussion

On October 1, 2019, stakeholder representatives of community groups, social services, Texas State University, CARTS, City of San Marcos departments, and San Marcos City Council were convened for a transit discussion. Participants were asked to describe the major transportation challenges in San Marcos that they have experienced or that have been expressed by their constituents. Participants also shared what they think the biggest opportunities are for a coordinated transit service between San Marcos and Texas State University. Key themes that emerged from the discussion are described.

### Challenges

Bus Stop Amenities and Access
<p>Stakeholders noted that there are several San Marcos Transit bus stops that are not accessible or easy to reach. In addition, the lack of proper infrastructure (a level platform) at some bus stops makes it difficult to board the bus, even with the use of the wheelchair ramp.</p> <p>In some places bus stops are in the path of cyclists who may be using the sidewalk, or street furniture causes obstructions with the boarding doors. The City is in the process of constructing more shelters around the city, which have been well received by riders who are looking for protection from sun and rain.</p>
Travel Times Compared to Other Modes
<p>When discussing San Marcos Transit, stakeholders indicated that the buses typically run on time, and were very complimentary of CARTS staff and operators, but noted that the design of the system can cause excessive travel times due to the need to transfer between most routes at San Marcos Station, delays due to train traffic, and infrequent service levels. One stakeholder indicated that a trip from his house to Texas State University would take an hour on San Marcos Transit but is a 15-minute bike ride.</p>
Transit Access to Services
<p>Several social service agencies have recently co-located at The Village of San Marcos on Reimer Avenue at Hunter Road, which is not currently served by transit. Stakeholders identified this as an important location to serve as it provides access to WIC, the Hays County Foodbank, Community Action, Inc., and the Family Justice Center, among others.</p> <p>In addition, the food bank holds distribution events each week at different locations around San Marcos, some of which are accessible by transit, but are not served late enough in the evenings to adequately serve clients or volunteers. Stakeholders also pointed out that community members who may be struggling to afford food are also struggling to afford transportation and would benefit greatly from a reduced fare.</p> <p>Other locations that were cited as important for basic needs included the post office and Hays County Government Center, both of which are currently served by Route 1. Participants noted that a challenge in designing a coordinated transit system may be that Texas State students are located in high density areas and primarily in need of access to campus while San Marcos residents not affiliated with the university need access to a variety of different locations and may be coming from a broader set of neighborhoods.</p>

### Marketing and Legibility of Materials

Multiple stakeholders indicated that there has not been sufficient advertisement of the fact that the Bobcat Shuttle is free and open to the public. There was a recognition that the amount of service provided by the Bobcat Shuttle is significant and not currently taken advantage of by the community. Similarly, students, faculty, and staff are not aware that San Marcos Transit is free to use with student identification.

Stakeholders suggested improvements to schedule information online, at bus stops, and on-board buses, noting that it is difficult to find schedule information within the CARTS website currently and that the materials themselves (maps and schedules) are difficult to read. There was a desire for real-time GPS data to communicate when buses will arrive.

## Opportunities

### Expand Service to New Areas

Stakeholders noted the potential for a coordinated system to reduce duplication and create efficiencies that may allow an expansion of the locations currently served by transit. There are between six and seven hundred multifamily units under construction east of I-35 on Highway 123 that are intended to be workforce housing. These developments are not within the existing San Marcos Transit network and could be an important connection if routes were able to be expanded under a coordinated system. As mentioned previously, The Village of San Marcos is also a location that was identified as an opportunity to improve transit connections. While not as widely discussed, there was some recognition that Texas State students have needs to access areas other than campus, and that a coordinated system would create more opportunities to move students without vehicles around the city. One stakeholder suggested that the need for a high level of service around peak times to transport students to and from campus potentially creates an opportunity to provide a greater level of service at other times of day on routes focused on getting people to places other than campus.

### Enable Car-free or Car-lite Lifestyle

Stakeholders expressed a desire for San Marcos to develop a transit system in a way that provides a high enough level of convenience and accessibility that people may be able to reduce their reliance on personal automobiles, either through less usage, or decreased rates of ownership. This sentiment was supported both by a desire for community members to have the option to drive less for lifestyle reasons (safely accessing night life and entertainment), and also to reduce congestion and greenhouse gas emissions. Stakeholders indicated that a robust transit system would make San Marcos a more desirable place to live.

### Improve Quality of Life for Transit Dependent Communities

In addition to transit providing more flexible transportation options for those who currently drive, stakeholders clearly indicated that a coordinated transit system should bring additional quality of life improvements to San Marcos' transit dependent communities, such as the growing senior population. There was a desire to look beyond basic needs such as accessing groceries and medical appointments and elevate the mobility of these populations to be able to access cultural events and entertainment to keep them engaged in community life.

### Foster a More Cohesive Community

In addition to discussions around mobility, stakeholders indicated that a coordinated transit system may provide an opportunity to bridge the social gap between San Marcos residents and the Texas State community. While the City and University are working as partner institutions, there is room for members of both communities to become more integrated with one another. A new brand for the transit system that represents both the City of San Marcos and Texas State University could be a good start to inviting students and residents to come together in patronage and support of a single transit system that serves everyone more effectively.

## Online Survey

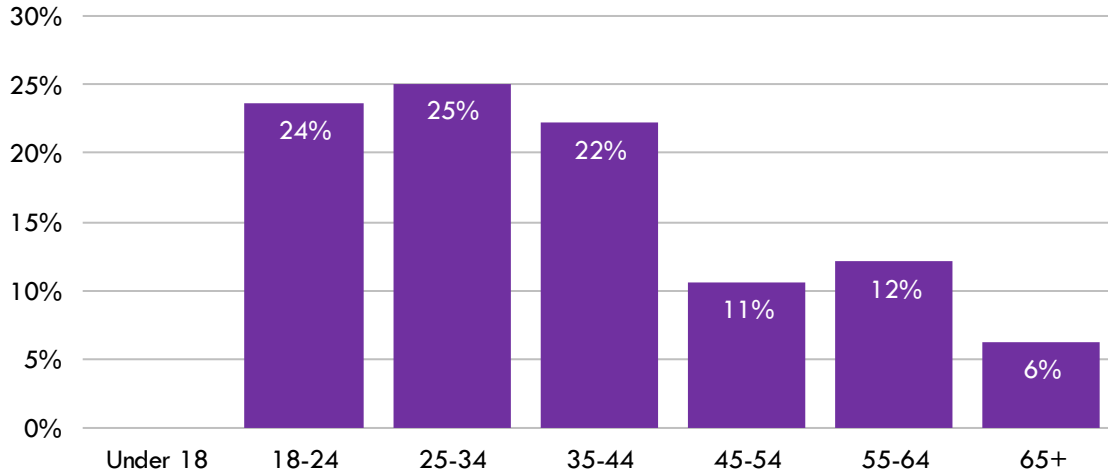
A community online survey was conducted from September 26-October 12, 2019. The survey focused on transit usage and needs. The City of San Marcos advertised the survey on its website and social media accounts. Texas State University also advertised the survey in an email to students. Promotional flyers were posted at San Marcos Station and at select city facilities. The survey asked questions about transit usage, preferences, and demographic characteristics. A total of 269 surveys were taken, however, some questions had fewer responses due to skip logic or respondent choice.

Question	Responses	Skipped
Which modes of transportation do you use to get around in San Marcos?	269	0
Do you currently ride San Marcos Transit (TheBus)?	266	3
Which San Marcos Transit routes do you ride? Check all that apply.	214	55
How often do you ride San Marcos Transit?	214	55
Where do typically take San Marcos Transit?	214	55
Do you currently ride Bobcat Shuttle?	260	9
Which Bobcat Shuttle routes do you ride? Check all that apply.	95	174
How often do you ride Bobcat Shuttle?	94	175
Do you currently ride CARTS Interurban Coach?	253	16
Which CARTS routes do you ride? Check all that apply.	24	245
How often do you ride CARTS Interurban Coach?	25	244
Where do you typically take CARTS Interurban Coach?	19	186
Have you used Veoride bike share in the past month?	249	20
Have you used San Marcos/CARTS Paratransit service in the past month?	249	20
Have you used Uber or Lyft in the past month?	249	20
How should the City of San Marcos and Texas State University invest in better transit for the community? Tell us what is most important to you by ranking the options listed below (1 = most important, 8= least important).	198	71
What is your age?	207	62
Are you currently employed?	206	63
Are you currently a student?	207	62
Do you own or have access to a vehicle?	207	62
Do you live within the City of San Marcos?	207	62
Can you tell us more about where you live such as your neighborhood, community, or nearest intersection?	168	101
What is your household annual income?	195	74
Do you have any questions, comments, or suggestions regarding transit service in San Marcos?	99	170



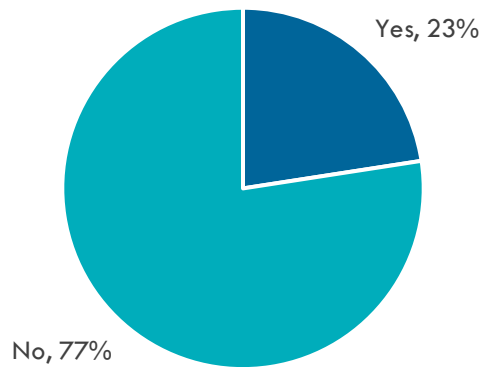
### Mode of Transportation

Majority of respondents (82%) use car, truck or other vehicles to get around San Marcos. Least common mode of transportation is bike or scooter (20%). Respondents use both bus and walking as a mode of transportation to get around in San Marcos (46%).



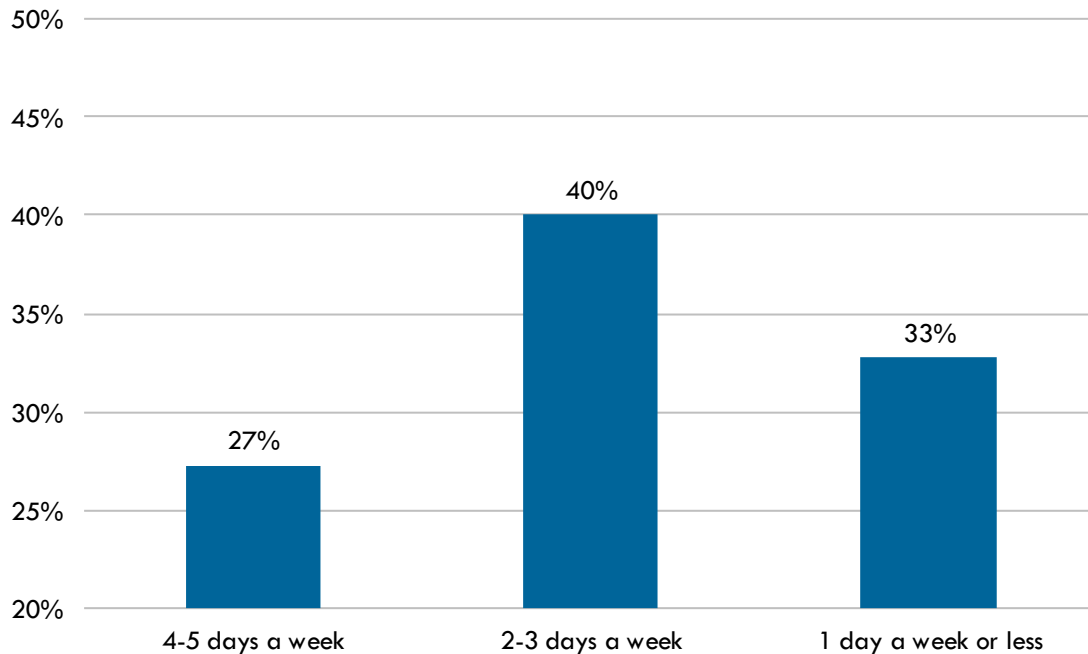
### San Marcos Transit – Usage

Majority of respondents (77%) do not currently ride the San Marcos Transit.



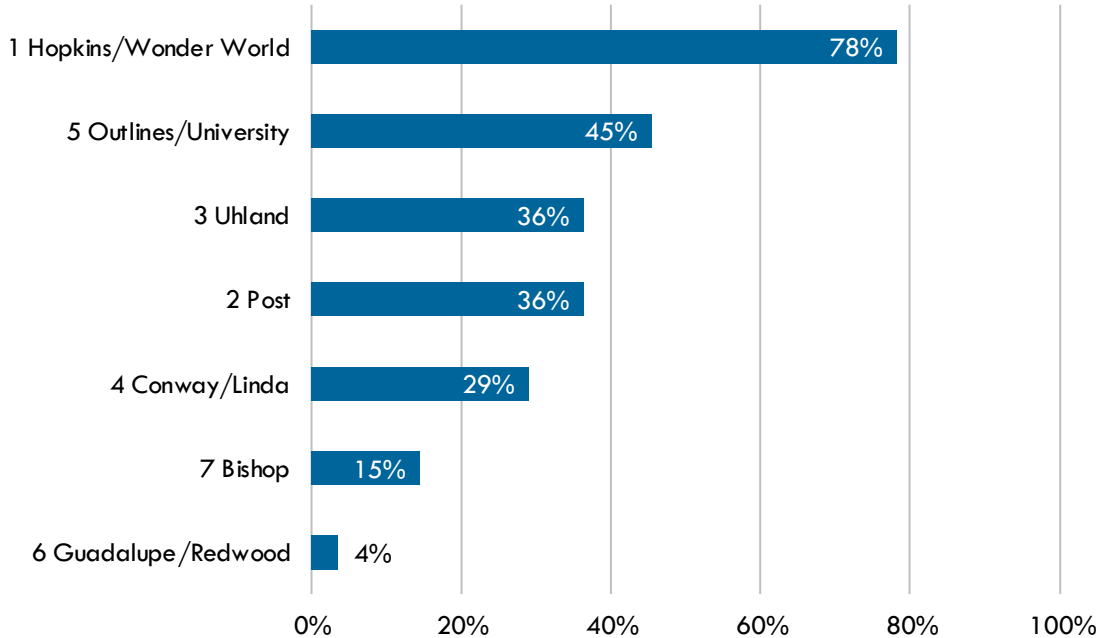
### San Marcos Transit – Frequency of Use

Of those who ride San Marcos Transit, 40% of respondents ride it two to three days a week or one day a week and less. 27% of respondents ride four to five days a week.



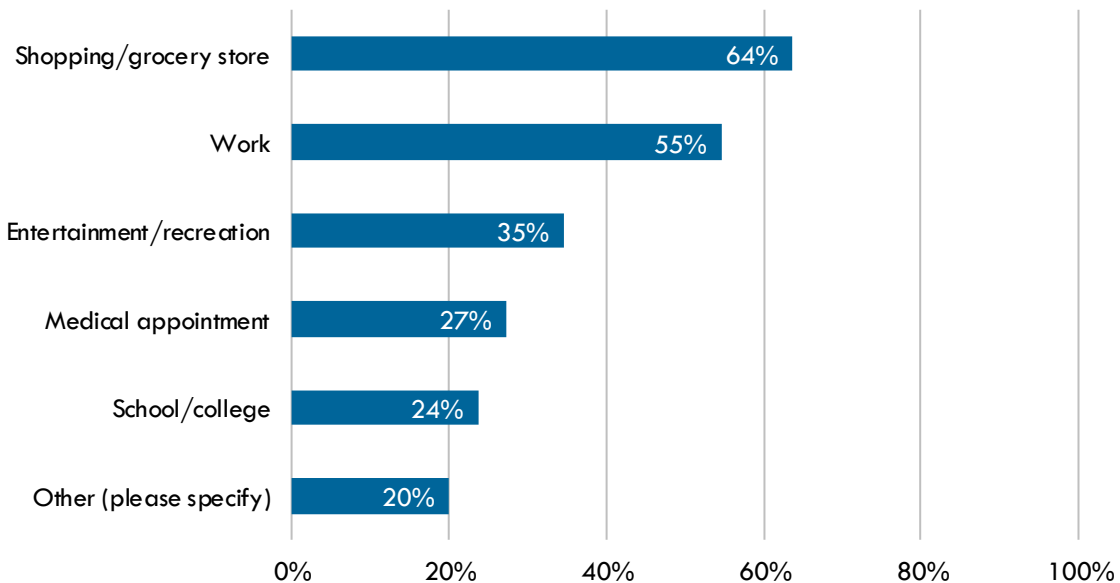
### San Marcos Transit – Routes Used

More than three out of four respondents that use San Marcos Transit ride Route 1 regularly.



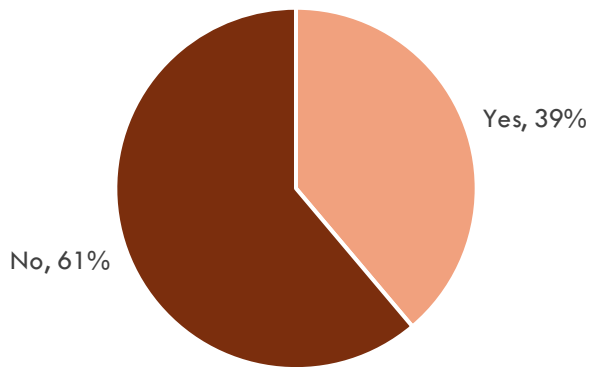
### San Marcos Transit – Trip Purpose(s)

Most respondents ride San Marcos Transit to shopping/grocery store destinations (64%) and more than half ride to work (55%). Respondents also take San Marcos Transit to entertainment and recreation destinations (35%), medical appointments (27%) and school/college (24%).



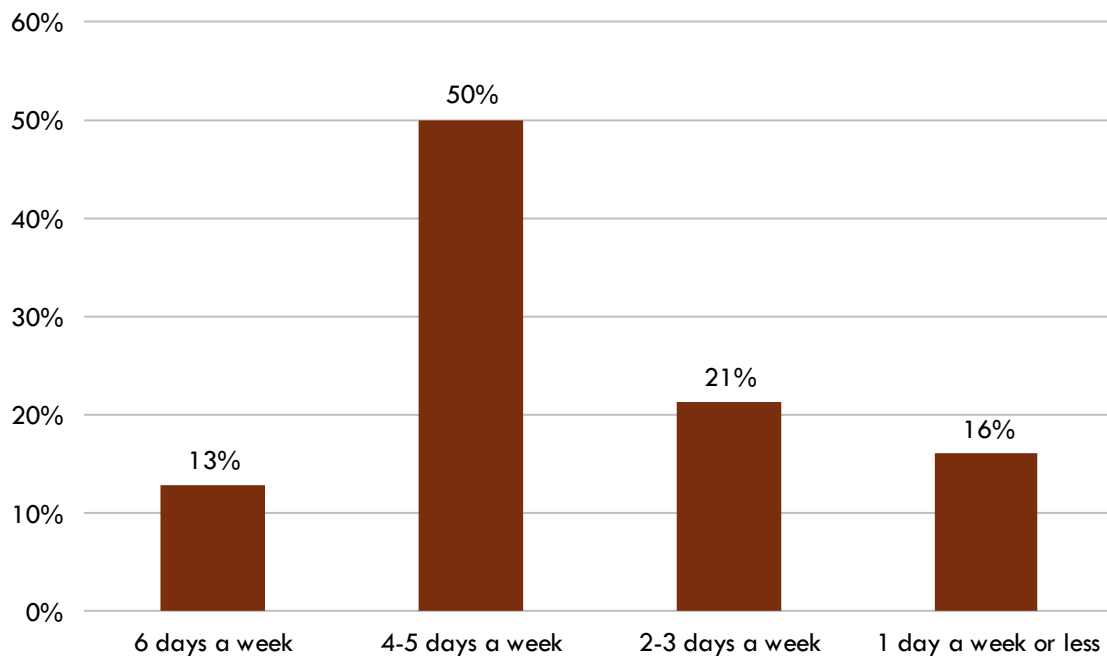
### Bobcat Shuttle – Usage

Almost half of respondents (39%) currently ride the Bobcat Shuttle.



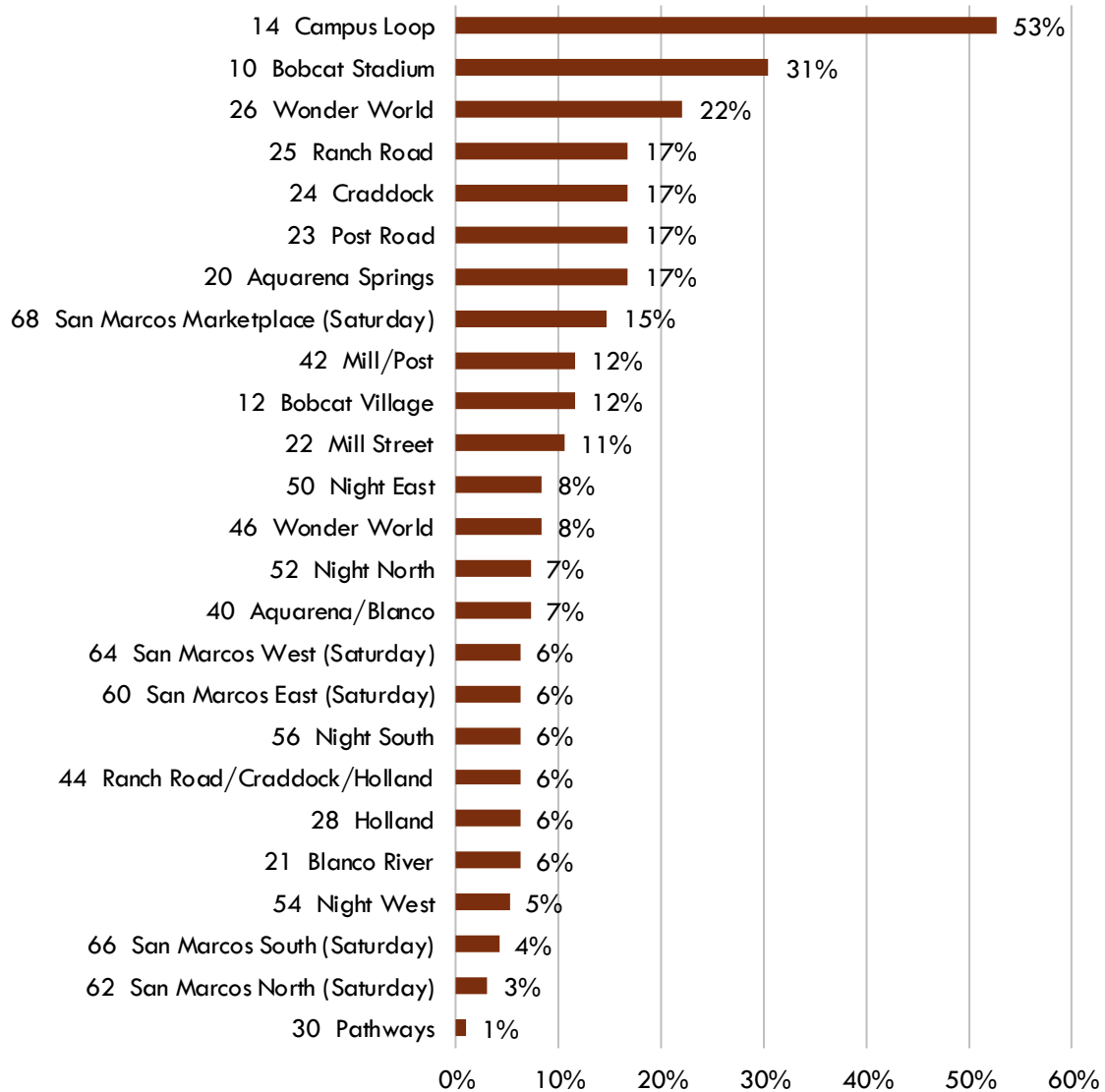
### Bobcat Shuttle – Frequency of Use

The majority of Bobcat Shuttle riders that took the survey (63%) are frequent riders, who ride it at four days a week or more. Half of respondents (50%) ride if four to five days a week. Few respondents (13%) ride it six days a week. 37% of respondents ride it less than 3 days a week.



### **Bobcat Shuttle – Route(s) Used**

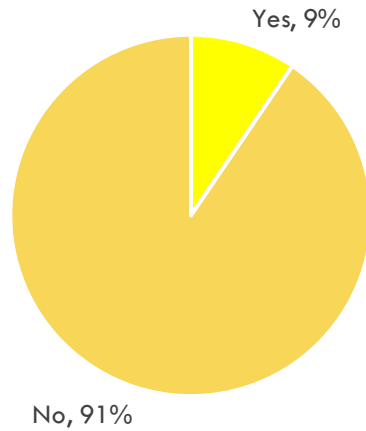
More than half of survey respondents that ride Bobcat Shuttle are users of Route 14 Campus Loop. Nearly one out of three survey respondents ride Route 10 Bobcat Stadium.





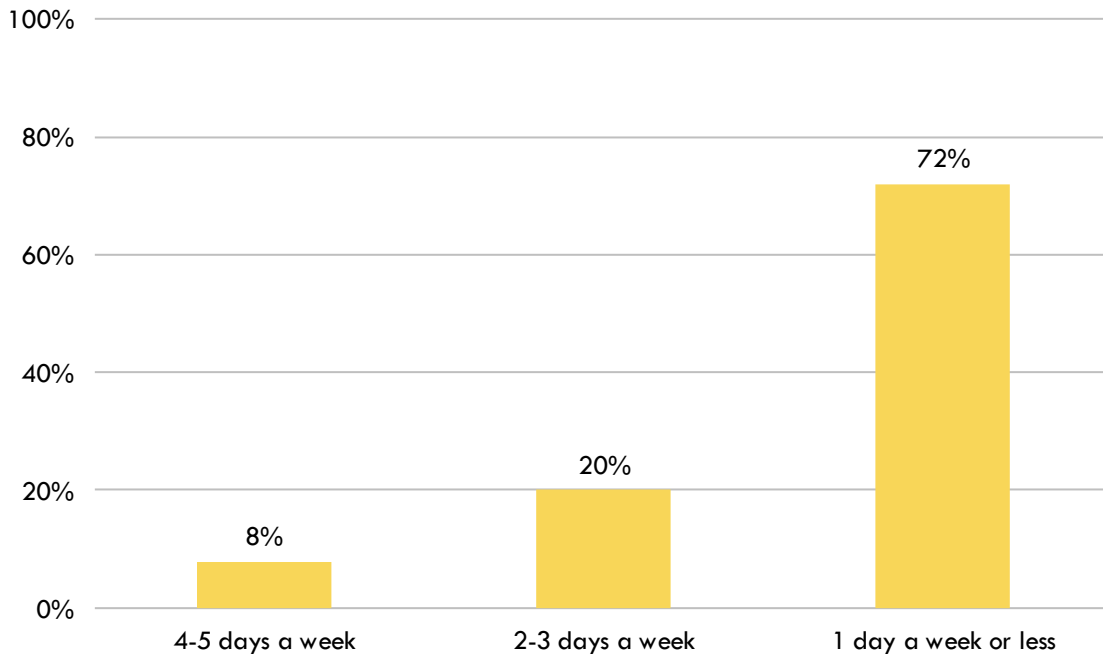
### CARTS Interurban Coach – Usage

Almost all (91%) of respondents do not ride CARTS Interurban Coach.



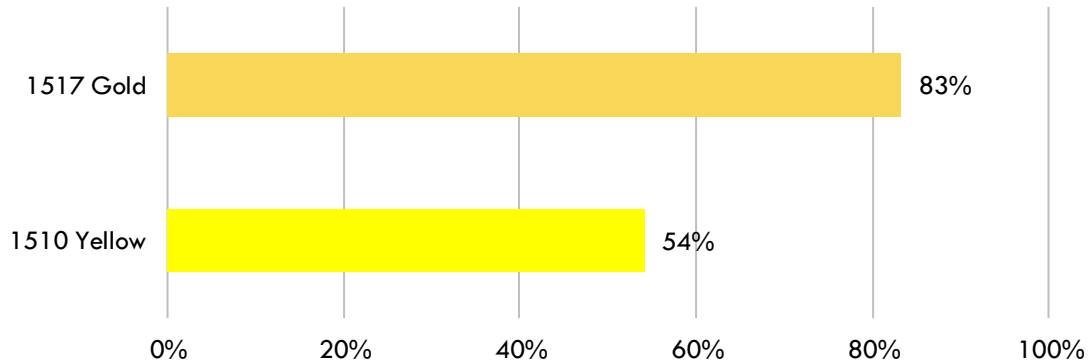
### CARTS Interurban Coach – Frequency of Use

For survey respondents who ride CARTS, 72% ride it one day a week or less. 20% of respondents ride two to three days a week and 8% of respondents ride four to five days a week.



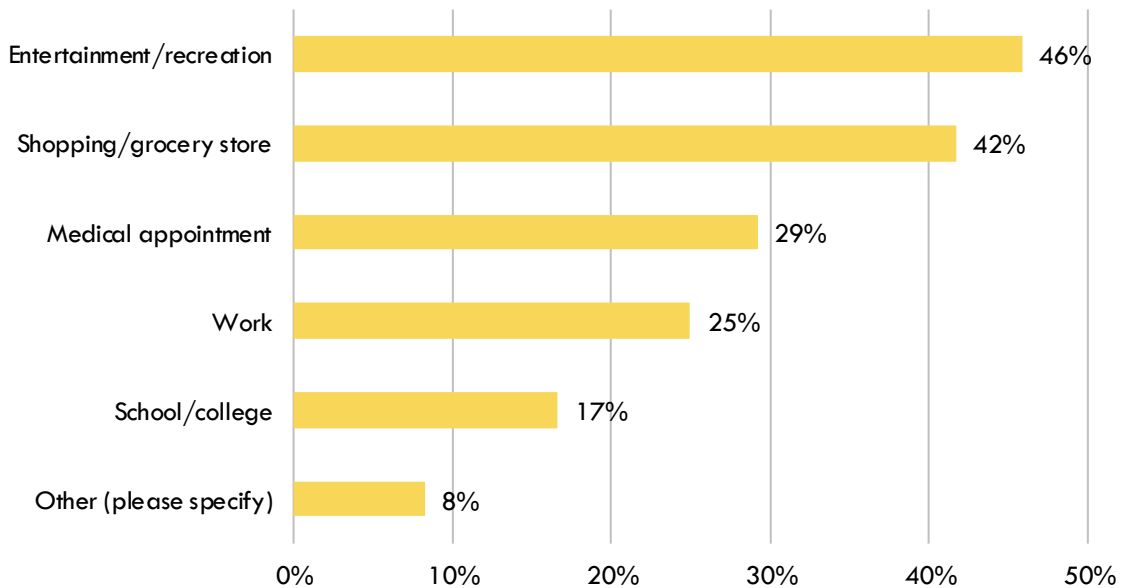
### **CARTS Interurban Coach – Route(s) Used**

83% of respondents ride “1517 Gold” and 54% of respondents ride “1510 Yellow”.



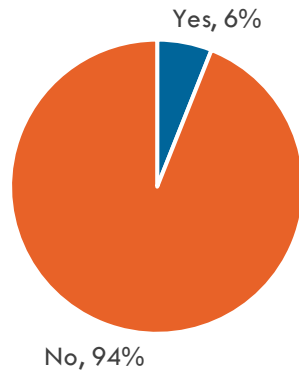
### **CARTS Interurban Coach – Trip Purpose(s)**

Of the 19 respondents that ride CARTS interurban coach, 46% ride for entertainment or recreation. 42% of respondents ride to shopping or grocery destinations. 29% of respondents ride to medical appointments and 25% of respondents ride to work.



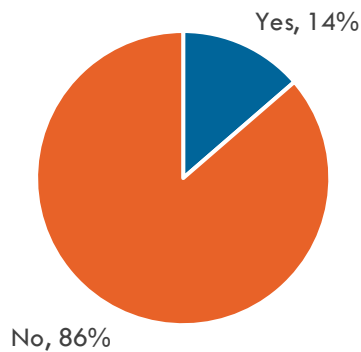
### **San Marcos Paratransit – Usage**

Almost all (94%) of respondents have not used San Marcos/CARTS Paratransit service in the past month.



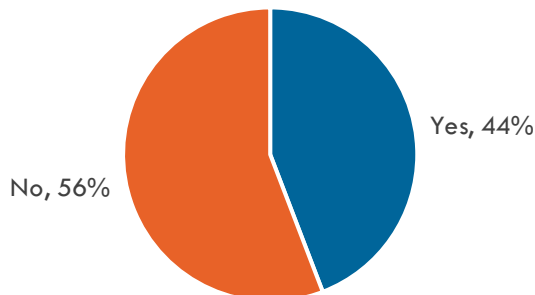
### **Veoride Bike Share**

The majority (86%) of survey respondents have not used Veoride bike share in the past month.



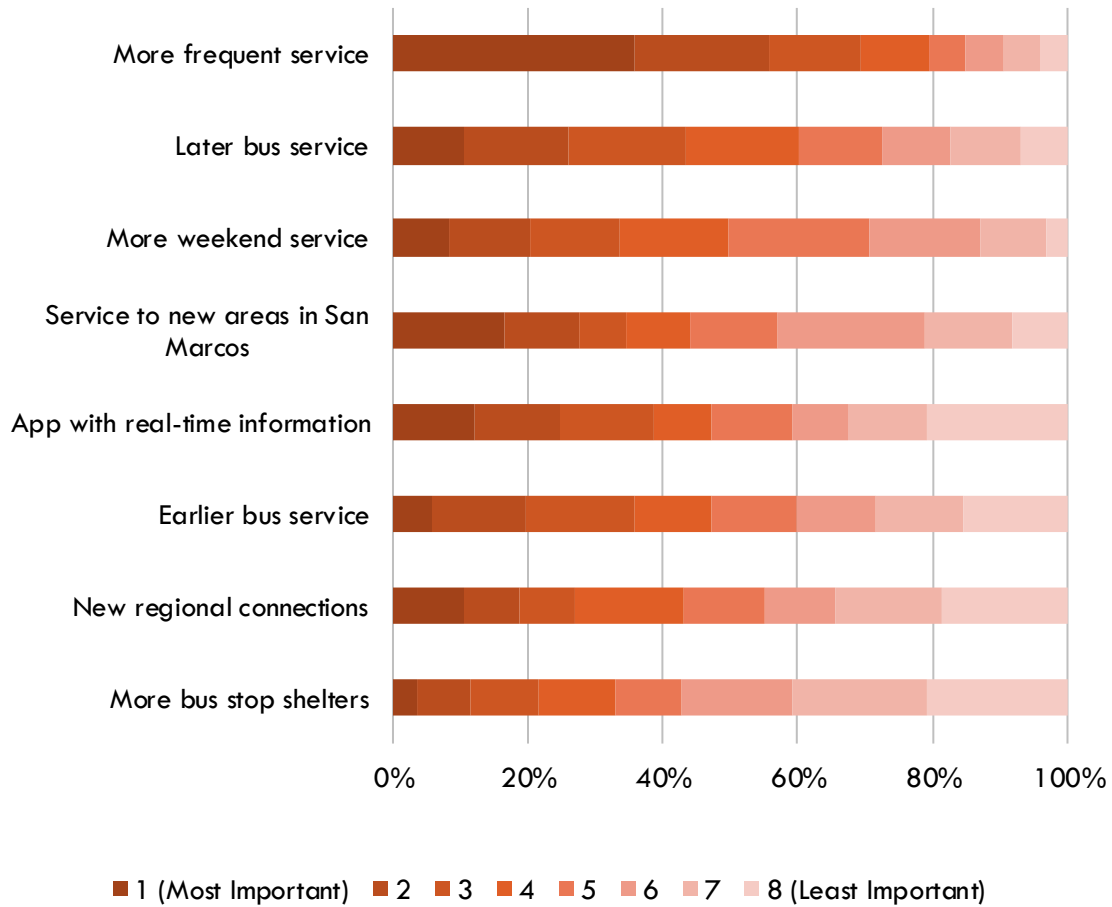
### **Uber/Lyft**

More than half (56%) of respondents have not used Uber or Lyft in the past month.



### Transit Investments

Respondents ranked “more frequent service” to be the most important transit investment option, followed by “later bus service” and “more weekend service” as their second and third most important option.



### Place of Residence

85% of respondents live within the city of San Marcos.

### Employment Status

82% of respondents are currently employed.

### Student Status

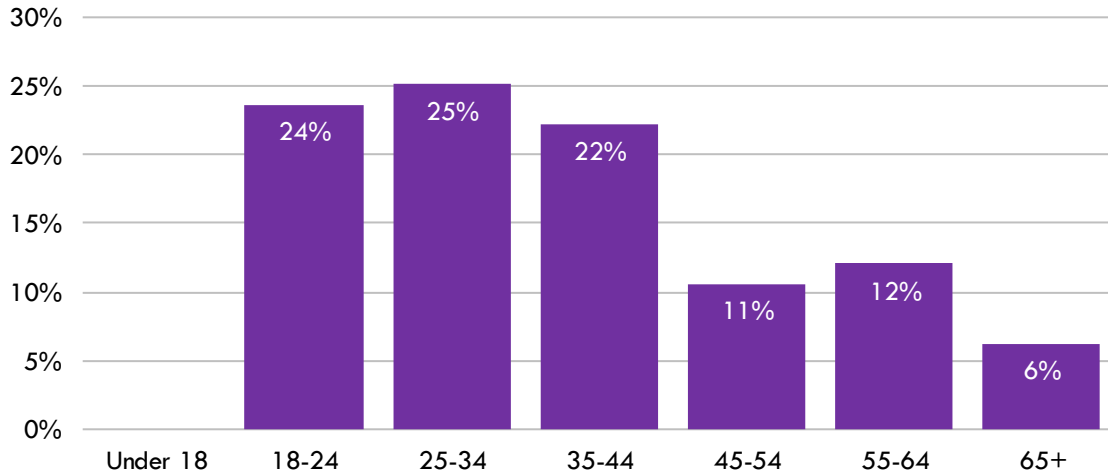
33% of respondents are college or university students and no respondents were high school students.

### Automobile Access

86% of respondents own or have access to a car.

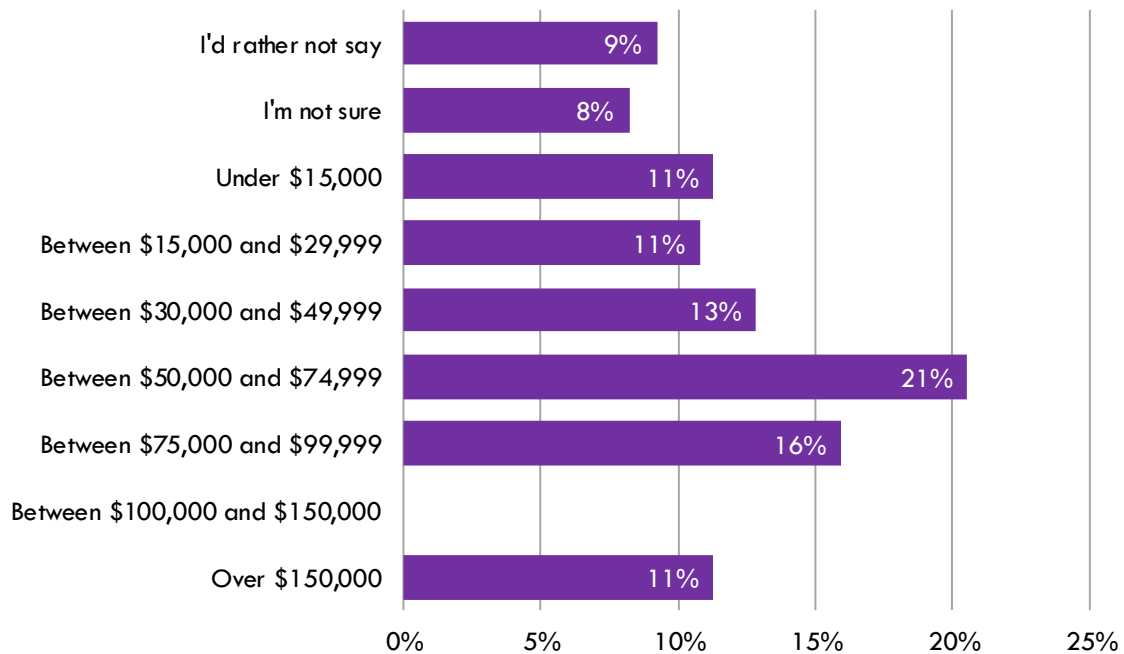
## Age

The majority (49%) of respondents are young adults between age 18 to 34. No responses were received from persons age 18 or under.



## Household Annual Income

Nearly half of respondents (48%) have household annual income of \$50,000 or more.





## Comments

Ninety-six online survey respondent provided specific comments. The most common topics were:

- More coverage (24% of comments)
- More frequent service (9%)
- Integrated service (8%)
- Weekend service (5%)
- Later service (5%)

Online survey comments have been edited for clarity and grammar.

Online Survey Comment
5 years is crap to implement this plan. hire the contractor, have them buy the buses and hire the drivers. make the university give you info. for where students, faculty and staff live so you know where to add the stops
A clockwise Campus Loop bus on a more time-efficient route!
Add or better bicycle crossings at I-35
As a senior citizen, in the future it would be nice to have door to door service to go to doctor appointments, etc.
As San Marcos continues to grow, we need to rely upon systematic studies, as well as lessons from other cities to improve our transportation infrastructure. San Martians should consider how transportation corresponds with new housing developments, rezoning ordinances, and other parts of the urban system. Public transportation (CARTS), in particular, is severely underused, while university buses do quite well. This issue represents a myriad of fascinating (and crucial) geographic problems that cannot simply be avoided, wished away, or amended into oblivion. We have to think pragmatically about a multimodal San Marcos that increases access for everyone.
Bobcat Shuttle is GREAT, I would just like to see this same system expanded to other parts of San Marcos, such as public library, grocery stores, and places that I work. The current city bus system times conflicted with my work schedule, making them impossible for me to use.
Bus transit is an excellent way to curb traffic, especially if it is efficient and quick. I think having more frequent buses with more bus stops will make the system easier for residents to use. I hope that if San Marcos plans to add more buses to the routes that the city purchases zero-emission or electric buses has wifi available. I think the current price is extremely affordable and hope that in the future, residents could have a swipe card or app they can use to pay for bus rides.
Busses are always clean, courteous, and professional. I would ride it more if I didn't live so far from the bus stop.
Can you please have a bus near Amazon. Amazon has 5,000 employees which at least 1,500 lives in Hays county.
City has a lack of Handicap Parking spaces and badly needs to add more Handicap Parking spaces
Connect bus service route to google maps. Makes it so convenient!
Connect downtown with Wonder World business/commerce/country government/multi-family area by connecting Stagecoach across purgatory creek. Also, connect properties and trails from the purgatory green belt area along purgatory creek to the river to allow for a safe scenic route to our river and downtown area. Hire more traffic enforcement officers to enforce traffic laws and local traffic/public safety ordinances.
Consider creating something like "Pickup" service in Austin
Conversations around transit should also focus on the larger concept of mobility. Making sure that our streets are complete with comfortable and safe bike and pedestrian infrastructure is crucial when moving from a bus stop to a destination. We should focus on making a tighter network of bus facilities that connect major services / entertainment / employment / residential areas to make sure we utilize our resources more effectively. In addition, land use is also tied to mobility. As we continue to grow outwards, we force residents to travel by car, strain our

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Online Survey Comment
infrastructure, create additional traffic, and provide less equitable ways to move around. Land use must be considered in the larger picture of mobility as we plan for a growing community responsibly. Lastly, improving bus stop facilities that are situated on wide, dangerous high-speed roads with no shade, pedestrian connections, or informational facilities can greatly deter ridership. It is essential that all multi-modal riders feel comfortable and safe moving about San Marcos. I think there are a lot of great opportunities moving forward with conversations around transit and am excited to see those opportunities come to fruition.
Do you have service options to New Braunfels? Austin?
Educate Texas State students parking downtown hurts the business
Expansion to high school and other areas taken into the city limits
Get the input of the drivers. They are the ones that know the routes better than you. Or someone you hire
Have bobcat tram make stop at big HEB and post office
Have more stops at different places will be great.
Have park and rides from Kyle please :)
Have visible safety protocols for bus drivers and signage for passengers. Develop more frequent night routes.
Honestly more frequent service, earlier and later in the day and weekend service would be the best addition.
i am quite concerned about the future of the carts interurban service. this is a critical lifeline for more than just students including veterans and working families. it is unclear how this plan/study will impact carts interurban.
I come from Portland, OR where we have a light rail called the Max that is accessible to most of the suburbs. Austin needs this, San Marcos needs this. It would pay for itself in no time. The traffic here is atrocious and I'd never work in Austin with the public transit in place now. With a train I would. San Marco would benefit if a train could take people from downtown to the outlet malls, and if they could get here from the airport San Marcos would have even more tourism.
I couldn't get my son on time for his after-school activities—as a single mother scheduled pickups need to be enforced or available
I don't even know where the closest bus stop is. They don't stand out.
I feel like the traffic situation downtown has gotten unbearable and it is only going to get worse with all the new student housing being built in the area. I live 4 miles from work (Texas State) and it sometimes takes me 30+ minutes to get home. I think this could partially be solved by having smarter stoplights that take into account the increased traffic coming out of the university around 5pm, but we also need to look for ways to have fewer cars in that area.
I love using the CARTS bus because the stops are convenient around town and the drivers are really great. I don't even mind having to pay to use it. I only wish there was service on the weekends, since I don't have a car and the Texas State bus only goes to apartments and the school, which makes it tough to run errands on the weekend.
I particularly appreciate the kind patience that the bus drivers show my students and other residents who have special needs. They go above and beyond in taking time to know and look out for the people of our community. I hope that, as service expands, the accommodating culture continues and flourishes.
I think a merge would be a great idea and would make accessing other parts of San Marcos other than campus easier for students without access to a vehicle
I think I may need to use the paratransit services, but I'm not certain how they work. If I go buy groceries, how do I get home?
I want to see a system for low income families with young children to have access to no cost transportation options, with improved access to stops at locations like The Village Main where WIC and Community Action are housed.

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Online Survey Comment
I was not aware that Texas State Students were able to take The Bus at no cost. I found out through your website. I wish I knew this before.
I work for a social service agency and have many clients that rely on the SM Transit buses for services. I know many would like Saturday service so they could go to target area or enjoy the farmer's market and other social events that happen on the weekends. Some would like to use to go to church on Sunday. Some stops are not convenient - one of the worst is at City Hall. It is far to walk across the street to the library and it is very dangerous to cross the street. Better access to employment hubs so they can look for job along a bus route that is convenient to where they live. More frequent service to low income apartments and public housing.
I would be interested in being able to take a bus to a convenient location in Austin such as the location Texas State students are picked up.
I would be more inclined to take a bus if there was a stop near my neighborhood. It's too dangerous to walk to one because there's no sidewalks on Redwood or 123 and the closest stop is over a mile away.
I would love for things to be more frequent & run later & earlier & on weekends
I would love to take the Texas state shuttle to school but for some reason there aren't any bus stops close to where I live. Adding a stop in my neighborhood would be great. I'm sure there are other locals trying to get to school and finding it difficult to utilize these resources because of location.
I would love to use the bus more if it actually was at the stop by the posted times/ had more times. I used the bus and train exclusively in Europe, and it would be nice to have a similar system here.
I WOULD use public transit if it was regional and reliable.
I would use public transportation more if it served my neighborhood. I work at Texas State and would definitely prefer to take a bus to work but it's just not convenient. I hope that this improves service throughout the city.
If there was an app with a trip planner, routes and times I would be more likely to use the bus system.
Info about existing services
Is there any transportation to the outlet malls?
Is there any way to increase the City of San Marcos' pay of transit employees to allow them to invest more in research of other communities of relation to San Marcos to increase the use of public transportation?
It is hard to read the bus map to and know where specific bus stop locations are especially when determining which direction (i.e. north or south) the bus is going
It needs to service Redwood even if only an am and pm route. It needs to have at least one stop in all the apt complexes (not just college student ones)
Kissing Tree Community is growing rapidly. Senior citizens are the population. Bus service to the KT Community Building "Independence Hall" would be a valuable amenity for these seniors.
Less frequent bus service, but more critical times, ie early morning and later in the evening. Satellite parking on I-35.
Let's merge the two systems
Make passes easier to buy at the stop or on the bus. I never have cash. Also make finding routes and schedules easier
Marketing to local youth of availability of transportation is imperative for the system to be used and grow.
Maybe we can get transit services to Blanco community idk if I've seen buses that way.

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Online Survey Comment
More coverage and access would be excellent. I love the idea of a single system for the city and university. My sister used Capital Metro attending UT and it worked well. Expanding options for locals is very needed.
More frequent service (currently only stops every hour for the routes I take daily), later service (I have to rely on Uber/ Lyft when I get off work at 9:30pm) and weekend service (many riders are in the service industry, we work weekends!).
More parking
My job frequently requires that I drive a car. That said, I ditch the car when possible by biking and walking. I love Veoride. I would like to incorporate the bus into my transit routine, but I have had difficulty planning routes and didn't understand the app. That said, a group I am in has challenged us to use it so I'm going to try again. The Bobcat Shuttle is heavily utilized & CARTS is under-utilized, so it makes sense to incorporate them and I strongly support this plan.
Need more options it is so hard to get around this place!
Need to expand to airport, Gary job Corp and Blanco River Village
One-way service at the Post Office makes checking my PO Box inconveniently time consuming. I walk to Hunter CVS for my return trip.
Please add routes and public-school stops
Please don't outsource public transit to Uber or Lyft - they are not friends of public transit (each included in their IPO filings the goal of supplanting public transit!), please arrange evening and weekend busses in town and between San Marcos and Austin, please consider reaching out to our big neighbor to the south and coordinating service to San Antonio with VIA. This region had discussed regional transit since the 1970s (!), and it's becoming quite a disaster. Please consider making downtown a "NO RIGHT-TURN ON RED" zone (I've lived downtown with no car for a decade and it is very dangerous!), ticketing drivers who block crosswalks, and lowering speed-limits in the middle of town to a best practices 20 mph. Thank you for allowing the input. Let's seize this opportunity to gain the pro-social, pro-environmental, and pro-mobility advantages of expanding our public transit network and services and making the core a true pedestrian friendly place. On a related note, not directly transit, let's require downtown developers to include regular market-rate housing in their new (mostly student-oriented) developments, and require all new developments in the city to include affordable housing. People want to live here, and that means developers want to build, let's build a city worthy of living in!
Real opportunity to get more people to ride the bus by rebranding the two lines into one system; should focus on getting would-be riders onto a few well-run, frequent, centrally-located, easy to understand lines and couple that with more paratransit to continue to serve those that depend on the bus as a lifeline service.
Regional/interregional expansion between Austin/ San Antonio to include stops in Kyle please
Safety of women should be a top priority this is a horrible idea
San Marcos must aspire to become a city where it is possible to live *comfortably* without a car. It might be possible right now, but the current reality of living without a car in San Marcos is unpleasant, difficult, and it disadvantages citizens on the low end of the socio-economic spectrum.
Schedules or bus stop locations in flyers delivered to home. I'm new to the area and have no idea where to meet buses.
Service the community first, and THEN the students. I am a student and I would prefer that community members have better access to transportation than students. The university CAN effectively service the community, and they choose not to. This is such a great opportunity to serve San Marcos permanent residents.
Service to the Sienna Pointe apartments in San Marcos
Shaded bus stops please

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Online Survey Comment
Stop selling out to Texas State
Texas State bus transit service is included in our tuition and fees that we pay each semester. If it is being combined with the city transit system, how would they pay for that work out? Would we have to pay extra? Or would the bus fee be taken away from our tuition and fees and we pay for a bus pass? Additionally, the Texas State busses are already pretty full most of the time to where students are having to wait for multiple busses to come and go before getting a spot. Wouldn't adding city residents to this make them even more crowded? Unless you can make this situation less expensive and more accessible to Texas State students, I truly feel it is best to keep the transit systems separate in order to keep the students' best interests in mind.
Texas state students currently pays a bus service how will this change? And currently the bus to school always is pack. Sometimes it takes 40 mins waiting on a bus. Will this impact that
Thank you for your efforts! The elderly, students, financially disadvantaged, and the Earth thank you! If I may, connecting to Austin, Kyle, Buda, even San Antonio for commuters and day trippers would be epic! I would ride that puppy All THE TIME.
The bike lanes/parallel parking spots on Guadalupe St. will only congest traffic. Taking out a lane with the amount of increasing gasoline vehicle traffic is a bad idea.
The bikes are good but not always available close to the bus stop if there was something else where I don't have to walk in the heat it would be easier. I broke my toe and this was so hard to get around when walking to and from a near bus stop. I wish there was something other than the bus or at least more buses. I depend on the bus or bikes.
The question regarding ranking assumes I have an opinion about the bus service. The survey is faulty from that standpoint and all data should be assumed incorrect as there are many like me that don't care if the bus comes sooner, or if there's more shade shelters. I want parking downtown.
The transit system is completely bifurcated: the TXST system makes assumptions about where students live and serves only them; the CARTS system makes assumptions about where SMTX residents work and takes them there. Both assumptions are incorrect. We need to re-think the transit system, focusing on circulation and in-town mobility, integrating the student and resident populations, connecting high population neighborhoods with the urban core. It's crazy that it would take me an hour to get from my house to TXST for work... I can walk or bike in a fraction of that time. We also need better bus shelters to signal a commitment to areas/neighborhoods/businesses.
The Texas State buses currently run lights and cut cars off. The stops for both the Texas State buses and the city buses have stops that really only cover by apartment complexes. When I did live on the bus line, it was expensive to ride the bus and the service was not consistent.
The University Shuttle moves 30k people per month and the city 10x less than that. Don't just throw money in to a system to then claim the city bus service now moves 33k/month. That's a scam. Face it you have a non-student community that doesn't want a bus system. You could give everyone a free door to door service for the amount you are spending annually right now. Quit trying to do EXACTLY what Austin does.
There needs to be a last mile, weather considering, micro transit solution.
There should be bus services that run around town (grocery stores/ shopping complexes/ parks) multiple times a week.
This is a poorly designed survey. More frequent service? Does that mean more often than the 8 minutes for the Bobcat Shuttle, or the 45 minutes for the Bus? Who is going to pay for it? It asked nothing about how we felt about integrating service. All of this is duplicating the work that was done by the previous study!
Unless there is a rampant overhaul into creating more accessibility for buses to students, there is no room for a merger in terms of capacity. Students already wait on multiple buses because they're full, many aren't getting to their destinations at the right time and some don't even have access to a bus stop remotely close to them. Until you can address the issues of capacity and efficiency in one system being used, there is no need to add on more to it for it will cause more problems and failures than you could expect successes. Combining said routes and shuttles



**SAN MARCOS TRANSIT PLAN | FINAL REPORT**

City of San Marcos

Online Survey Comment
will cause overcrowding, inefficiency in bus use and ultimately become an unreliable source of transportation around the city.
We genuinely just need more parking spaces, particularly handicap spaces
We need a light rail
We need access to more of town and more often. I can ride the bus but only once every 40 min and not after a certain time. I can't ride it to or from work and end up walking or taking uber everywhere because it is cheaper & faster. \$1 a ride for the bus is too much.
We need Lime and Bird scooters in San Marcos for campus and downtown.
We need Lime, Bird, and other scooters in San Marcos. Don't let problematic elderly residents who don't use Uber/Lyft/etc. make multimodal transportation decisions for the entire city.
We need more forms of transportation like Lime's and Bird's.
We would like to see service extended to the new affordable housing developments along Hwy 123.
Why did they take the bus route that ran from Gravel and Jackman? The older folks would just take a few steps and the bus got there.
Would be helpful to have a way to get to a bus stop from our area going into town, without having to walk along an increasingly busy roadway
Would like to see a transit system similar to Austin Cap Metro or San Antonio's Via Bus system
would live to see more intercity transportation and coordination

## JANUARY/FEBRUARY 2020 OUTREACH

This section summarizes outreach efforts and feedback received from the second round of community engagement.

### Community Meetings

On January 28, 2020 the project team facilitated three community meetings to solicit feedback on the transit coordination and service adjustment proposals. The project team hosted three-hour pop-up sessions at the Texas State University Quad and San Marcos Station during the morning and afternoon, and a formal community meeting at the San Marcos Activity Center in the evening on January 28, 2020. Meetings were publicized using a print flyer that was posted at bus stops and San Marcos Station. In addition, the City of San Marcos and Texas State University publicized the meeting via e-blasts, social media posts, and on their respective websites. Business cards with a link to the online survey were also handed out.

Direct outreach materials included four poster boards: a study overview, a comparison of the city and university systems, a board representing the components of a consolidated system, and a summary of proposed network changes.

The second round of outreach generated varied feedback among the different outreach locations. Survey results from the University included limited feedback overall. With information disseminated through business cards, an online survey was where students were directed to provide feedback. At the San Marcos Station and San Marcos Activity Center, there was far more support than concerns the Downtown Transit Center. There was interest in a fare free system and the need for better bus stops was also brought up.



## Meeting Flyer and Business Card

# SAN MARCOS Transit Plan

COME AND SHARE YOUR THOUGHTS AT OUR  
**PUBLIC MEETING**

The City of San Marcos and Texas State University are developing a five-year transit plan. The plan will detail the actions required to coordinate San Marcos Transit and Texas State University Bobcat Shuttle to better serve the transportation needs of the entire community.

Please attend the upcoming public meeting to provide feedback on proposed transit improvements.

**TUESDAY, JANUARY 28, 2020**

Formal Public Meeting	Informational Pop-up Meetings
6:00 P.M. to 7:30 P.M. <b>San Marcos Activity Center</b> 501 E. Hopkins St.	8:00 A.M. to 11:00 A.M. <b>Texas State University Quad</b>
	11:00 A.M. to 1:00 P.M. <b>San Marcos Station</b> 338 S Guadalupe St.



To learn more about the project, please visit: [sanmarcostx.gov/Transit](http://sanmarcostx.gov/Transit)

**SAN MARCOS**

TEXAS STATE UNIVERSITY



## SAN MARCOS Transit Plan

Help plan the future of transit in San Marcos.



Take a quick survey and visit our website for more information.

[sanmarcostx.gov/Transit](http://sanmarcostx.gov/Transit)

# SAN MARCOS TRANSIT PLAN | FINAL REPORT

## City of San Marcos

### Meeting Posters

#### What would a coordinated transit system look like for San Marcos?



Express routes providing direct service to Texas State University



Local routes serving a variety of destinations across San Marcos



Get on and go!



Real-time information to make trip planning easier



Shared and improved bus stops

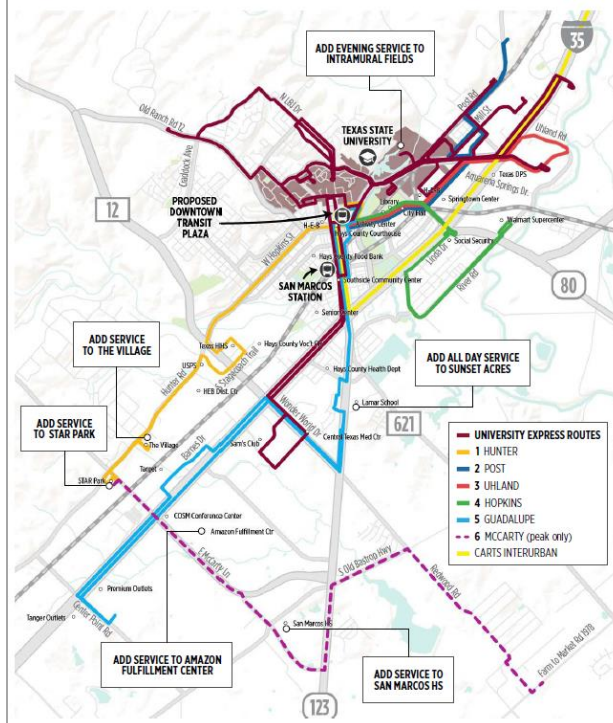


Accessible vehicles with a unified brand



Expand multimodal options by integrating buses and bikes

#### Proposed Transit Network



#### PROPOSED DOWNTOWN TRANSIT PLAZA



#### FREQUENCY OF SERVICE

ROUTE		Weekday	Weeknight	Saturday
1	HUNTER	60 Minutes	60 Minutes	60 Minutes
2	POST	30-40 Minutes	—	—
3	UHLUND	30-40 Minutes	—	—
4	HOPKINS	30 Minutes	30 Minutes	30 Minutes
5	GUADALUPE	60 Minutes	60 Minutes	60 Minutes
6	MCCARTY	60 Minutes	—	—
10x	BOBCAT STADIUM	6-10 Minutes	10-20 Minutes	—
12x	BOBCAT VILLAGE			
14	CAMPUS CONNECTOR			
20x	AQUARENA SPRINGS			
21x	BLANCO RIVER			
22x	MILL STREET	6-10 Minutes	20-40 Minutes	40 Minutes
23x	POST ROAD			
24x	CRADDOCK			
25x	RANCH ROAD			
26x	WONDER WORLD			
27x	HOLLAND			

## **Stakeholder Discussion**

On January 29, 2020, a stakeholder discussion was held to share the same information. Representatives of community groups, social services, Texas State University, CARTS, City of San Marcos departments, and San Marcos City Council were convened for a transit discussion. The stakeholder discussion began with a brief presentation followed by questions and comments.

Several stakeholders expressed a strong desire for more frequent service. Stakeholders also suggested at least one local route with 15-minute service. Stakeholders also expressed a need for enhanced multimodal options to improve first/last mile connectivity to transit. Stakeholders also expressed concerns over losing service to the Southwest Hills and Bishop neighborhoods, as well as Scheib Center.

Questions that came up during the discussion were related to the paratransit service area, the potential for demand-response service to replace fixed-route service, and the potential for Amazon to provide financial contributions to serve their distribution center.





## Online Survey

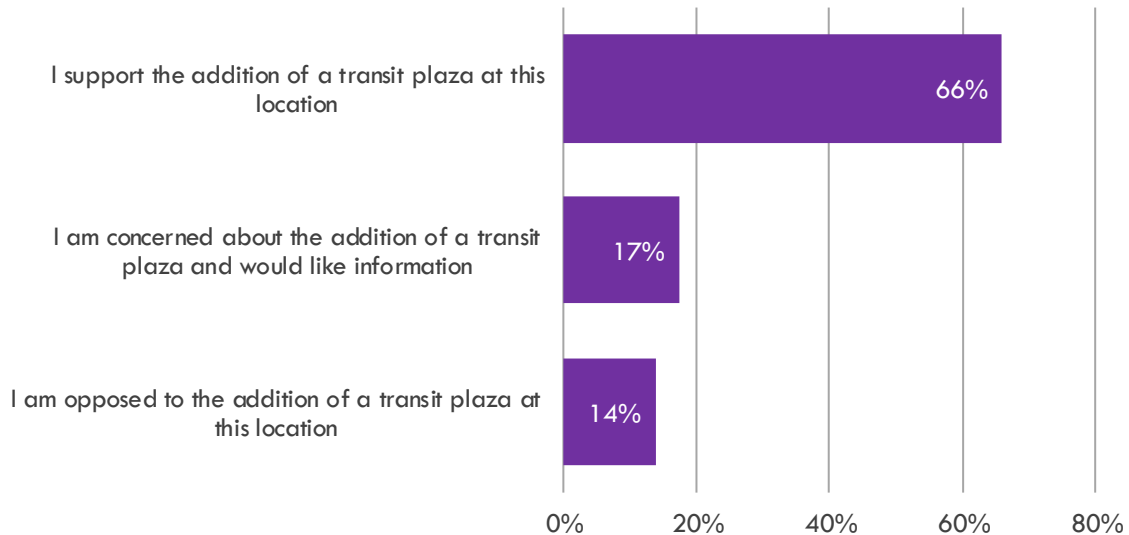
A community online survey was conducted from January 23-February 9, 2020 asking respondents to provide feedback the Downtown Transit Plaza and specific route proposals. The City of San Marcos advertised the survey on its website and social media accounts. Texas State University also advertised the survey in an email to students. Promotional flyers were posted at San Marcos Station and at select city facilities. The survey asked questions about transit plaza preferences, proposed route changes, demographics, and home location. A total of 149 surveys were taken, however, some questions had fewer responses due to skip logic or respondent choice.

Question	Responses	Skipped
How do you feel about the addition of a transit plaza at this location? Please explain.	138	9
How do you feel about Proposed Route 1 – Hunter?	107	40
How do you feel about Proposed Route 2 – Post?	105	42
How do you feel about Proposed Route 3 – Uhland?	102	45
How do you feel about Proposed Route 4 – Hopkins?	101	46
How do you feel about Proposed Route 5 – Guadalupe?	103	44
How do you feel about Proposed Route 6 – McCarty?	107	40
Which modes of transportation do you use to get around San Marcos?	120	27
What is your age?	118	29
Are you currently employed?	119	28
Are you currently a student?	118	29
Do you own or have access to a vehicle?	119	28
What is your household annual income?	117	30
Do you live within the City of San Marcos?	120	27

## Survey Results

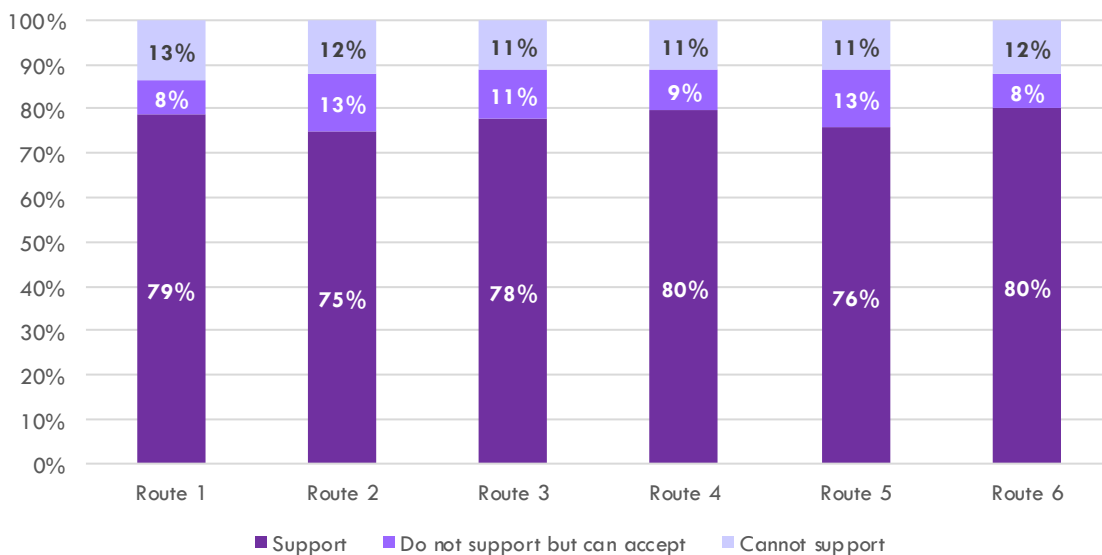
### Support for Transit Plaza Location

More than half of respondents support the addition of a transit plaza in this location. Roughly 20 percent of respondents were concerned about the addition of a transit plaza and wanted further information and about 15 percent were opposed to the proposed transit plaza location.



### Support for Proposed Route Changes

Approximately three out of four survey takers responded favorably towards the proposed route changes. The only survey included a proposed route network map along with the route descriptions on the following page.



### **Proposed Route 1 – Hunter**

The proposed Hunter route would run every 60 minutes on weekdays weeknights, and Saturdays between STAR Park on McCarty Ln and downtown San Marcos via Hunter Road, Stagecoach Trail, and Hopkins Street. Key destinations include The Village (with offices of WIC, Community Action, Inc., and others), Hays County Government Center, and HEB. Nearly 80 percent of respondents supported this proposal.

### **Proposed Route 2 – Post**

Route 2 would operate the same alignment every 60 minutes it does today except it would end at the proposed downtown San Marcos transit plaza rather than at the CARTS intermodal center. Between downtown San Marcos and the intersection of Thorpe Ln and Aquarena Springs Dr, Route 2 shares its alignment with proposed Route 3, creating 30-minute service in that segment. On weeknights and Saturdays, University express Post Road route could be used by many local riders to access their destination. 71 percent of respondents supported this change and the remaining respondents were equally divided between accepting it and not supporting it.

### **Proposed Route 3 – Uhland**

Route 3 would operate the same alignment every 60 minutes it does today except it would end at the proposed downtown San Marcos transit plaza rather than at the CARTS intermodal center. Between downtown San Marcos and the intersection of Thorpe Ln and Aquarena Springs Dr, Route 3 shares its alignment with proposed Route 2, creating 30-minute service in that segment. On weeknights and Saturdays, University express Blanco River route could be used by many local riders to access their destinations. 75 percent of respondents supported this change while the remaining respondents were evenly split among accepting the change and not supporting it.

### **Proposed Route 4 – Hopkins**

Route 4 would operate every 30 minutes on weekdays, weeknights, and Saturdays between downtown San Marcos and Walmart via E Hopkins St, Linda Dr, and River Rd. This route would replace the existing Route 4 and the eastern half of existing Route 1, both of which currently serve Walmart. Nearly 80 percent of respondents support the proposed Route 4 changes.

### **Proposed Route 5 – Guadalupe**

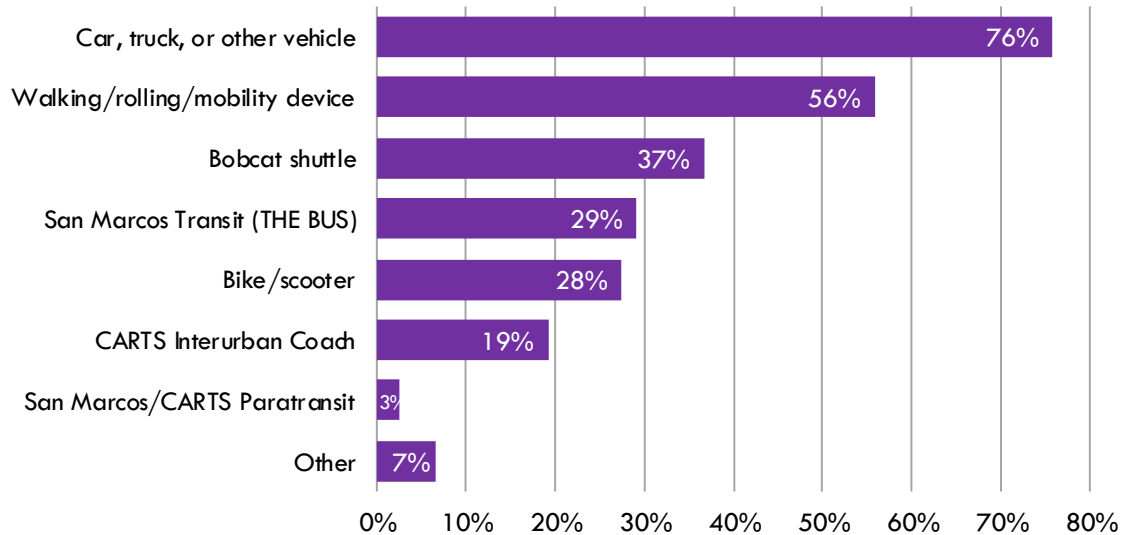
Route 5 would operate every 60 minutes on weekdays, weeknights, and Saturdays between the San Marcos outlets along I-35 and downtown San Marcos. Key destinations along proposed Route 5 include Central Texas Medical Center, Target, the Outlet Malls, and Sunset Acres, which today is only served on a limited basis. Roughly 75% of all respondents support the proposed change. 13 percent of respondents said they didn't support it but could accept it. The remainder of respondents could not support the change.

### **Proposed Route 6 – McCarty**

Route 6 would operate every 60 minutes during peak times as an extension of proposed Route 1 to serve the Amazon Fulfillment Center, San Marcos High School, and Redwood. Route 6 would serve McCarty Ln, Rattler Rd, Guadalupe St, Old Bastrop Rd, and Redwood Rd. 75 percent of respondents support this change. 11 percent of respondents could not support the change while the remainder wouldn't support it but could accept it.

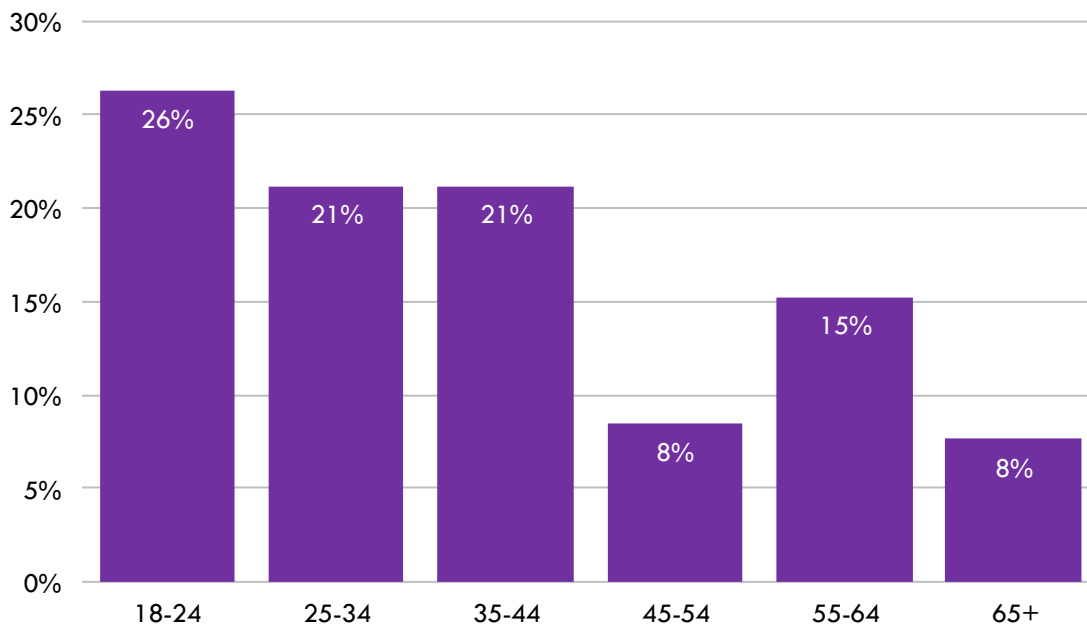
## Mode(s) Used

The largest percentage of respondents most used mode of transportation was car, truck or other vehicle. 56 percent of respondents get around by walking, rolling, or using a mobility device. Nearly 40 percent use the Bobcat shuttle while 30 percent use San Marcos Transit. Bike and scooter trips make up roughly 30 percent of respondents' trips. The remainder use CARTS, paratransit, or other.



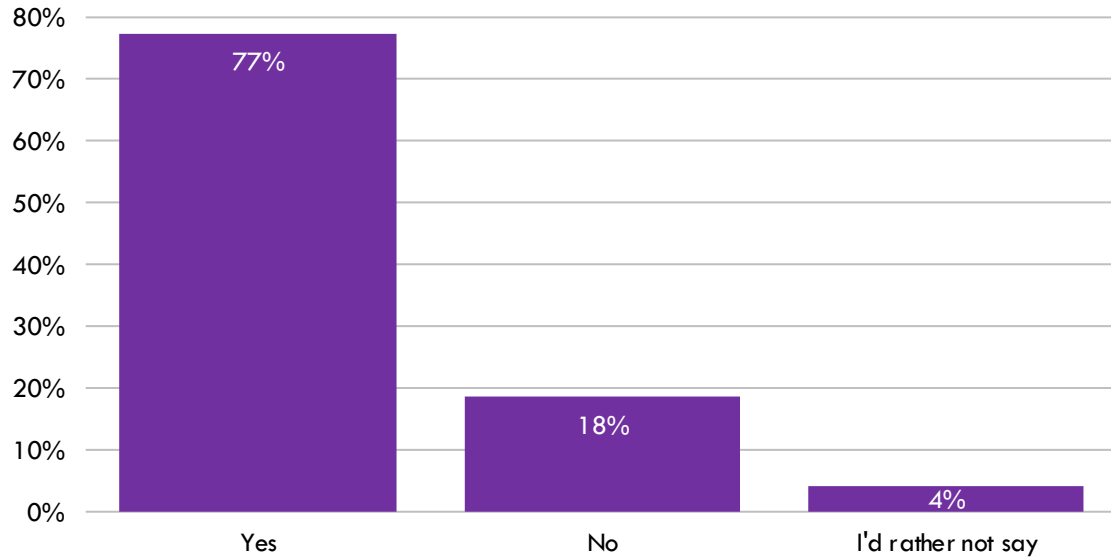
## Age

The largest percentage of respondents were between 18-24 years of age. Both 15-34 and 35-44 age groups came made up 21 percent of respondent age. 8 percent of respondents were between 45-54, 15 percent were 55-64, and the remaining 8 percent were 65 years or older.



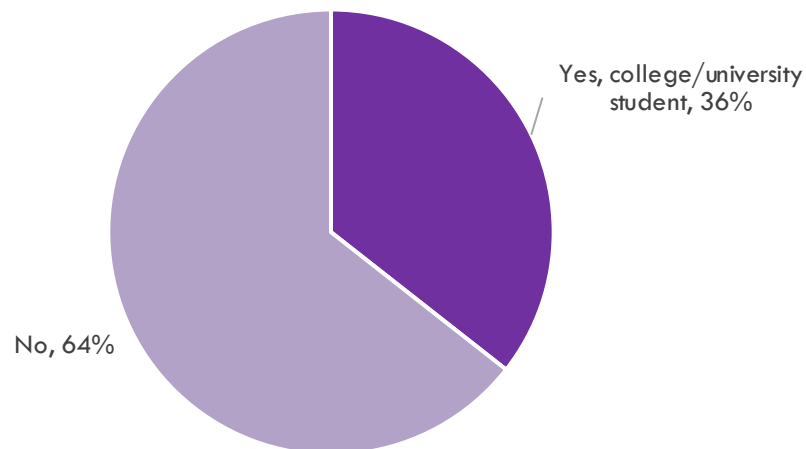
## Employment

The majority of respondents were employed. 18 percent were not employed, and the remaining respondents chose not to say.



## Students

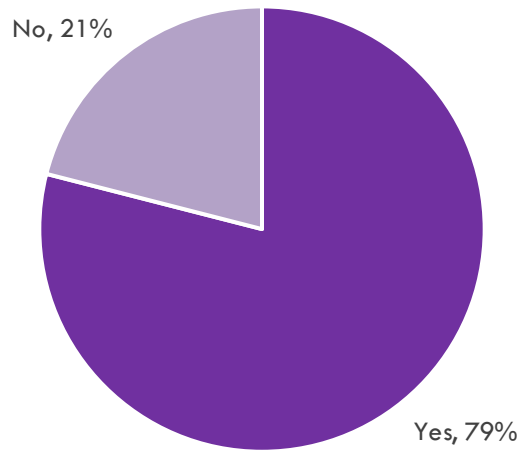
64 percent of respondents were not students while the remaining 36 percent were. This number aligns closely with the number of respondents who ride the Bobcat shuttle.





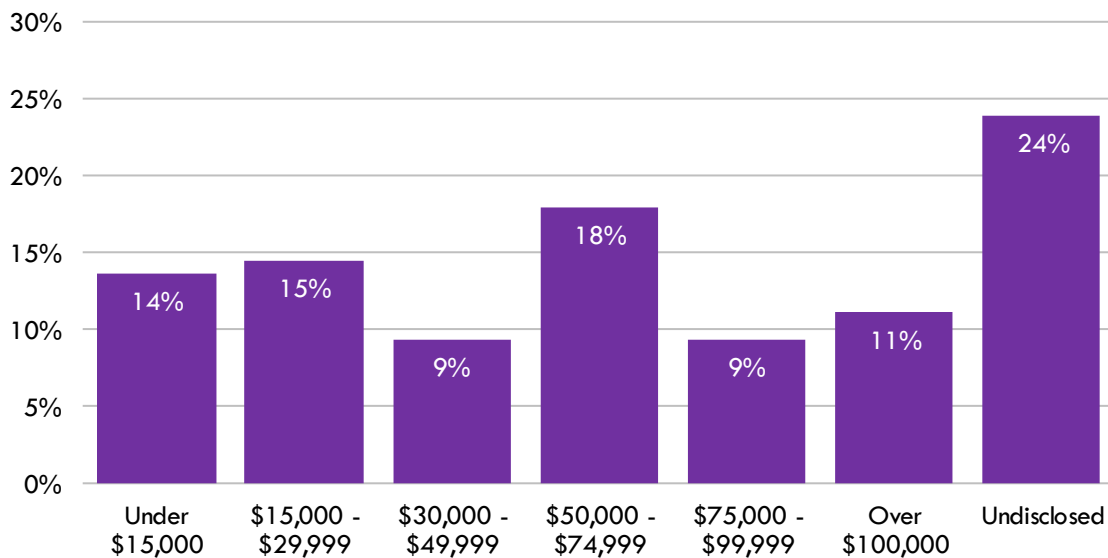
## Vehicle Access

Over  $\frac{3}{4}$  of respondents have access to a vehicle while 21 percent of respondents do not have access to a vehicle



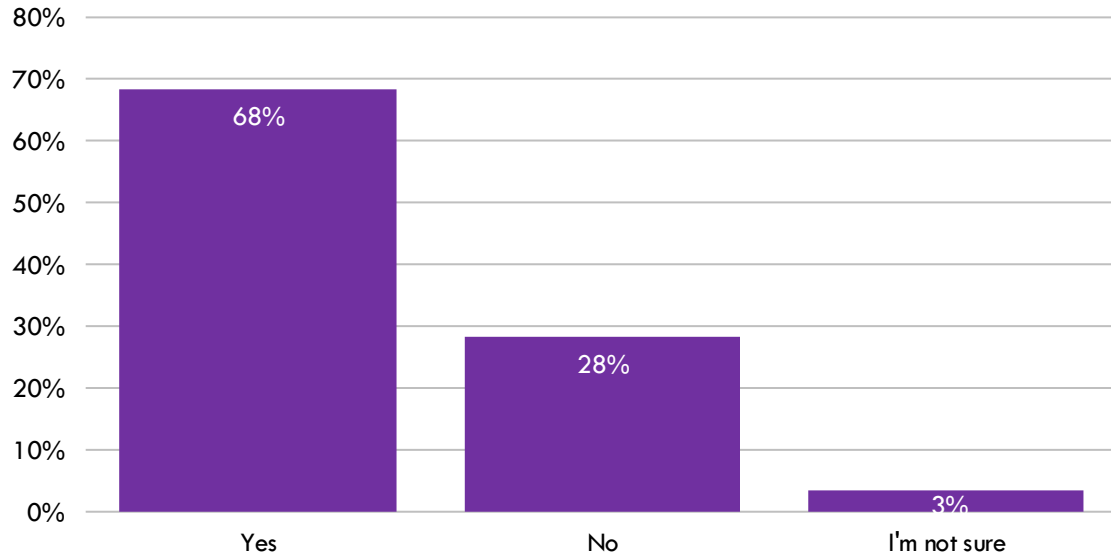
## Household Annual Income

Respondents' annual income was pretty evenly spread across income levels. The largest percentage of respondents fell within the \$50,000-\$74,999 bracket. The second most common income bracket was \$15,000-\$29,999 followed closely by respondents making less than \$15,000 per year. 24 percent of respondents chose not to disclose their annual income.



### Place of Residence

68 percent of respondents live within the City of San Marcos. 28 percent do not live within city limits while the remainder of respondents were unsure.



## Open-Ended Comments

Online survey comments have been edited for clarity and grammar.

Open Ended-Comments Indicating Support for the Proposed Transit Hub
I ride the bus a lot. It's very responsible. I feel that it is the way to go.
It could be a central location.
It adds one more stop close to campus.
The city is growing rapidly, and we do need one soon. Thank you.
We like to go out more often.
I don't want to stay home a lot.
Saturday service and free for all.
It will run on Saturdays and it will be faster.
Look forward to it.
It is a central location in the highly populated downtown area.
It's a great area for it to be. Convenient to both students and other locals.
It would improve transportation options throughout the city.
It's a great job with space for drop offs near Texas State and downtown!
It is a location central to the University and downtown.
It is relatively convenient to my neighborhood
It offers a convenient location for both residents and university students. This is good - but only if it also serves as a Texas State bus hub, as well, and furthers the idea of a true integrated system.
This is necessary and a good location choice.
It will be convenient for students and others to get around if they don't have cars
San Marcos needs a viable transit system access to the heart of the city center. Otherwise, transit improvement efforts will be paltry and insufficient.
Well located to University, Downtown, and River. LOVE the idea and the legitimate transit shelters, real time information, and visibility of transit downtown. Even better if a majority of routes (including Express) stop here before or in line of going up onto the Hill.
Central location for downtown and university that already needs sidewalk improvements and activation.
It would help add vibrancy to the downtown area; it would give people something to do as they wait for a connection; it would reorient ridership towards areas where people actually live and work.
Visibility, accessibility to where bus riders already are.
It is near campus and downtown.
Of its central location to downtown.
I think this location is great! It is easily accessible for students, locals and tourists to get around.
Great location!

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

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Open Ended-Comments Indicating Support for the Proposed Transit Hub
It's located close to both Downtown San Marcos and the University. It also creates a better use for wasted on street parking.
It seems like a good location.
It allows for those without a vehicle to be able to work.
It is centrally located and convenient for both townsfolk and students.
Looks like a better transit plan.
Seems like a good location, close to the university and downtown.
Transit Plaza is a good idea, what are other possible locations?
It is close to campus and downtown, a logical intersection of students' and citizens' needs.
Yes, I think this is a good idea but please replace the parking spots that will be lost!
San Marcos would benefit from more transit options and this is a good location that is close to the University
Has the potential to bring more commerce downtown.
Close to campus.
Accessibility to west of town square and south university campus.
It is closer to the small HEB and the university, making it accessible to more people, like students and downtown shoppers.
It would help out a lot of students who live in apartments near the square reach destinations such as LBJ, The Wreck, and further destinations that would take a bit more time walking.
It is close to both downtown and the edge of campus.
It is close to my apartment and campus.
Yes, because I commute from Austin & the Bobcat Stadium shuttle makes too many stops & it's hard to get back at the end of my day.
A central access point is needed that is accessible to all transit services in the region. So long as a connection will exist to the university, the San Marcos Station and Amtrak, I am 100% for this.
It is a generally low traffic area of the city.
Nearness to campus.
It will reduce traffic and encourage walking around the city. This could be good for all the businesses in the area .
It's close to campus and a neutral place downtown.
It is near the university which makes it walkable, but not too close to be trapped in the campus traffic.
That is not a highly trafficked street at the moment.
It can benefit those who don't have vehicles.
We need better transit.
It is very close to campus.
More public transit = less cars on the road = less traffic for everyone. I think this is a great idea!
I think this will be helpful to aid the growing population and transit issues.

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Open Ended-Comments Indicating Support for the Proposed Transit Hub
Neither of the strip centers on both sides of that street are at full capacity, so maybe the plaza would encourage more stable tenants.
It seems like a great, convenient location.
As a student without a car, I have very limited mobility in San Marcos. If we had a more elaborate and local transit system, one closer, I think more people would take advantage of it.
Hopefully more people heading to campus for the day will utilize the shuttle within their route. Or maybe we can have a parking lot in the specified pick up/bus stop area.
It would open up another bus stop at a central location close to campus.
It is a spot that seems underserved by buses.
It would provide more reliable transportation.
Seems like it would be efficient and help some traffic.
Close to the university and to the Plaza where most of the activities takes place.
The community needs more local transit options.
It is centrally located, at least for the university passengers.
Being a university town, it's sad than we don't have a better transit system as other universities in the country.
It is convenient and safer with a stop.
I think it is an excellent idea.
It will provide a more centralized location for transit options.
There are not a lot of easily accessible ways to get to this side of campus from a commuter area.
Promotes public transportation.
It is close to my work location and would be convenient for me to use during the day.
It is in a relatively central location.
I support this location as long as you add better pedestrian crossings at both ends.
It is close to the university and in the city center.
Students need more bus stop and bus to reduce the cost of parking and gas.
There would be less transit emission as well as more viable public transportation routes.
It seems to be a conveniently located location for both TXST and downtown.
Its needed and overdue.
It is near the university and is near downtown.
It's a good way for student to get around and explore the city of San Marcos.
This is a good location that is close to campus.
It would be easier on people who don't have access to a vehicle.
It is convenient and accessible.
I think it is extremely accessible and would be very helpful for students and the community



## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Open Ended-Comments Indicating Opposition to the Proposed Transit Hub
Of some student's party goers? Could be a problem. Just saying! Especially to the older generations.
My concern is traffic congestion with buses lined up on a street as opposed to pulling into a station. Also, lack of bathrooms, coverage from weather, and on-duty staff to answer questions.
Traffic impact.
This needs to be downtown would it not just be at the Mobility Hub?
Why would this not be located at the Mobility Hub? This also is adjacent to the shopping center notorious for towing and if people see a transit station next to a private parking lot this gives a false sense of "transit options".
You need to provide more info as to its use and services provided.
Have you ever tried to parallel park a bus? These need to nose in, like at the University bus hub on Woods Street.
As shown, it will require some buses to turn left across traffic on University - perhaps that can be handled by new signaling, but as things are it would be a problem.
I wonder how it would affect the businesses there. It would be great as long as they aren't pushed out or unable to utilize all of their parking area.
You haven't defined transit plaza, so I'm not sure what all is involved.
Close to main square.
Of more traffic.
Parking is an issue.
I want to know if this is a mutually beneficial locations for the transit plaza for the permanent residents of SM.
There isn't much street lighting there and would worry about safety for pedestrians.
Us student have to pay a bus fee every semester and now we have to share buses with people that are not students and pay nothing. Students should have their own busses to take them to school with no stops other than apartments. Texas State should stop charging us a bus fee if they want us to share busses. Also, safety measurements should be applied at these shared bus stops. Like the one near the Edward Gary which is near the square, there people that may harass students or homeless who may sleep in these stops.
Of traffic, would there be more or less? The students walking there.
Will it be a completely new bus route or be an additional stop to one of the other bus routes? I can see the convenience, but it would make commute time longer. For campus students I feel like an additional campus loop route should be added but heading in the opposite direction. That would be more helpful to TXST students in their daily class lives.
With so much student housing, there needs to be enough parking near downtown for employees at local business/service from a shared lot potentially.
Need better understanding of the work plaza. Will people be parking here and taking the bus? What is the anticipated impact if this is a park and commute location?
This area tends to get congested at 5 PM as Texas State employees leave work. The light backs up on Edward Gary and then the four way stop causes major back up heading south. Adding foot traffic and buses may cause additional congestion to the mix.
I think this is still a far walk for students as this area of downtown is still a bit far from any of the central locations of the Texas state campus. Compared to the center location where most shuttles drop off, just below the UAC.
Increase the possibility of traffic jam as more people will come to the city in the future, and not many of them will choose public transportation.

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

### Open Ended-Comments Indicating Opposition to the Proposed Transit Hub

I think that is a great location but do have concerns because a lot of students and staff use those parking spaces for classes because there is a HUGE lack of parking on campus. Again, I think that is a great place for it but their needs to be an alternative for students and staff.

It is a high traffic area and I have some concerns for pedestrian safety.

I would be concerned about replacing those parking spaces. I occasionally need to park downtown for errands, and it's already a challenge. However, I think that overall, a transit plaza is a good and important thing.

**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
City of San Marcos

Open-Ended Comments Regarding Proposed Route 1
Will there be any riders at Star Park? Or just college students.
It is good to help people.
I'm skeptical? don't like the 60 min part.
Glad a bus is going up Hunter again.
It's perfect the way it is for my needs.
Benefits our community
I'm on Rt 1 and having nights and weekends would be great as long as it still stopped at the P.O.
Thanks
Please still serve local neighborhoods and senior centers.
Like the increase access down Hunter to STAR park but wonder about the effect during the interim between semesters when the Bobcat Shuttle is not running--no access to shopping center/apartments down Wonder World.
I need route to run every 30 min.
Need route to run every 30 min.
How is someone supposed to understand this? These locations need something, but I don't have enough information to make a sound decision.
This is the most logical route servicing the most mobility-challenged areas and economically disadvantaged populations/ services.
More frequent
60 minutes is incredibly infrequent. Service is getting worse to places like the government center.
I don't know where else to write this comment because route about which I would like to comment -- route 7 -- has been completely erased from the current proposed transit network. In any case, the northwest quadrant of the city -- an area with moderately high density and significant new housing development -- is marooned and disconnected from the proposed new transit plan. What I had hoped to see was a way to connect the current route 7 with existing/proposed university routes via Craddock avenue.
60-minute service is functionally unusable and will subvert any success of transit in San Marcos. The present #1 route has service every 30 min. and -- while still modest -- is the highest ridership in the existing City system. Decreasing frequency is a massive step backward and is unacceptable. Will be deeply disappointed if this process does not have at least one line (that isn't just a legacy route providing door to campus service) with minimum 15-minute service to demonstrate how functional transit works. Part or all of the #1 line seemed/seems like the opportunity to provide 15 min. service. Do support the concept of splitting the crosstown line and connecting it at the Downtown Transit Plaza.
This route covers a VERY large distance at VERY low frequency. It's not clear who this will serve.
The frequency on this route is too low to have any ridership.
You might want to increase the frequency of this route due to how much land it covers.
Needs to run on Sundays.
Make sure that there is a stop for Purgatory Park, and the Golf Course at Kissing Tree. I want to make sure you understand I have big concerns about the Transit Plaza however. Have you considered the striped portion of Hopkins in front of little HEB? I know you are looking for low traffic streets to make the bus pull in/out more efficient but this takes a big toll on our parking counts, and we have purposely necked Edward Gary down at the Hutchinson intersection to slow traffic, Will this proposal affect those improvements?

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Open-Ended Comments Regarding Proposed Route 1
The routes running near Hopkins are a great expansion. Lots of students live out there that have trouble getting onto campus or around town.
Star Park is not an appropriate transfer point. There is no infrastructure, no destinations, and the Star Park administration won't allow it.
Why not have all your busses stop where the number 5 stops today, on campus?
There is an absence of busses that make accessing mental health services accessible including Schieb, Hays Caldwell Women's Center (HCWC), and CTMC Grief Center. While other social services appear to be considered, the lack of connection to mental health services is still a problem.
Depending on the number of students living along the route, consider decreasing the running time to 45 minutes or establish connecting routes to decrease running time.
I'm for better integrating the University bus system with key community locations like HEB. Surprised this has not been offered before.
Again, San Marcos is a university town, so more transportation is needed.
Much needed transportation to Star Park and Village along Hunter Road
Access to the grocery store is useful.
I support this change and also believe consideration should be given to a stop near the new Kissing Tree neighborhood at Hunter and Center Point. There are a growing number of residents and a convenient bus to downtown would reduce pressure for parking downtown.
I don't ride any buses, so can't provide feedback on this question.
My only concern would be that students and people alike don't have time to wait a full 60 minutes for the bus to make its loop.
Too many govt locations, nobody really goes to these places on a regular basis.

**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
City of San Marcos

Open-Ended Comments Regarding Route 2
It will help others.
I don't like the 60 min part.
Don't like the change.
Too many bus changes so often. But I'll get used to it and I imagine everyone else will too.
Thanks
more frequent route 2 at least every 30 min
I like the increased access on weekends and nights
I don't take this route.
Don't use this route.
We pay for the CARTS Station so use it.
This does not serve the needs of the community as efficient as the other routes
More frequent
It is distressing that there are no questions regarding the maroon routes here because this route overlaps quite a bit with those. Rather than running three "city" routes along Hopkins it seems that there should be some effort to integrate this route with the maroon routes, making it more frequent and eliminating the overlap. The divide between proposed service and branding on the "university" vs. "city" routes is extremely disappointing.
Again, 60 minutes service is unusable and communicates a devaluing of the persons that rely on or desire to use transit. Any line that cannot be at least 30 minutes should be considered to be eliminated and served via micro transit services. This line appears to turn a circle around Mill St. Is the University service "integrated" at all or just bolted on? Express service should operate along the standard fixed routes lines and augment service during peak periods, not be its own separate lines with odd twists and turns. It's not the City's, nor the University's, responsibility to contort efficient transit lines to serve 1-2 poorly located MF complexes unless those complexes are going to pay for the service disruption they create. Get within their bike-sheds and then keep the lines simple. I do support this going into the Downtown Station.
This route covers a VERY large distance at VERY low frequency. It's not clear who this will serve.
This route overlaps with other proposed maroon routes and should not be duplicated in the system with such poor frequency. This route should be combined with the maroon routes for integrated service and improved frequency.
Move the HUB.
Needs to run on Sundays.
Other than the proposed Transit Center.
Merge Post and Uhland and run down Cheatham and Riverside. This route is much shorter than all the others and contains significant overlap. A single route through areas that actually have transit dependent people would be better. Why are there no transfer points?!
I am concerned about moving it away from the current CARTS intermodal center. On a 60-minute schedule, there is plenty of time to proceed from the proposed new downtown station to the multi-modal (and there provide an additional option for the residents of in-development housing in the downtown area).
This description is confusing, so I'm going off of the map (and I hope my understanding of it is correct).
How about also running a bus service on Sundays so people can go to church by bus. I think you'd probably get enough riders. Maybe combine like 3 routes into one to get enough. Why not have all your busses stop where the number 5 stops today, on campus?

**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
City of San Marcos

Open-Ended Comments Regarding Route 2
How about Sundays?
I don't ride any buses, so can't provide feedback on this question.
My only concern would be that students and people alike don't have time to wait a full 60 minutes for the bus to make its loop.
These are high traffic areas that would get the best use



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Open-Ended Comments Regarding Route 3
Will be better.
Don't like the change.
Sounds good and will work out great.
Thanks
More frequent service
Does not affect me--N/A
More frequent
Would it include coverage for the Blanco Vista neighborhood?
Similar to the question above, it is distressing that there are no questions regarding the maroon routes on this survey because this route overlaps quite a bit with those. There should be more effort to integrate this route with the maroon routes, making it more frequent and eliminating the overlap between this route as well as the other city routes along Hopkins.
60 minutes service is unusable. Any line that cannot be at least 30 minutes should be increased, considered to be eliminated and served via micro transit services, or simplified and combined with another line. Do support this going into the Downtown Station.
This route covers a VERY SMALL distance at VERY low frequency. It's not clear who this will serve.
This route overlaps with other proposed maroon routes and should not be duplicated in the system with such poor frequency. This route should be combined with the maroon routes for integrated service and improved frequency.
Move the HUB.
Needs to run on Sundays.
Other than the proposed transit center.
Merge Post and Uhland and run down Cheatham and Riverside. This route is much shorter than all the others and contains significant overlap. A single route through areas that actually have transit dependent people would be better. Why are there no transfer points?!
I am concerned about moving it away from the current CARTS intermodal center. On a 60-minute schedule, there is plenty of time to proceed from the proposed new downtown station to the multi-modal (and there provide an additional option for the residents of in-development housing in the downtown area).
This description is confusing, so I'm going off of the map (and I hope my understanding of it is correct).
It needs to include a stop at the Hays Caldwell Women's Center because it is a long walk to that from the closest stop. Also, have it stop right near campus or on campus so students can easily get to the Hays Caldwell Women's Center without having to walk ALL the way to your bus stop, ride your bus, get off and then walk ALL the way from the bus stop to the Women's Center. Why not have all your buses stop where the number 5 stops today?
There is an absence of busses that make accessing mental health services accessible including Schieb, Hays Caldwell Women's Center (HCWC), and CTMC Grief Center. While other social services appear to be considered, the lack of connection to mental health services is still a problem.
How about Sundays?
I don't ride any buses, so can't provide feedback on this question.
My only concern would be that students and people alike don't have time to wait a full 60 minutes for the bus to make its loop.

## SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Open-Ended Comments Regarding Route 4
This route will encounter a lot of traffic it will not be 15 minutes to and from Wal-Mart. this will have to be retimed with traffic.
Don't like the change don't fit my needs.
I need route 4 to stay the same. I live in the neighborhood it currently serves and I need the route it's on to stay the same so I can get to class. I live on Barbara Dr. and catch #4 on Sherbarb.
A change for San Marcos is great. I accept this change.
Rt 4 currently services inside neighborhoods. If taken away it would be hard on those depending on it.
Please still serve local neighborhoods
Yes, every 30 min and on Saturdays
Connecting the Eastside to downtown is a viable need served by this route
More frequent
The loop that this route makes running parallel to the highway and then returning down River Road both ways to and from HWY 80 is very inefficient. These two roads are only about half a mile apart which would seem serviceable by one line. Also, given the relatively short length of this route, the overlap on Hopkins with other city routes seems inefficient, as well.
Not a fan of lines that spend any material amount of time on IH35 access roads. The "hook" shape nature makes this difficult to interpret on a map/route table. Understand loops can be problematic, but seems like bypassing Linda Drive, not going deep into Walmart, and coming back down River Road to connect back to Guadalupe/SH 123 would be more legible option. Especially with ridership from Blanco Garden's, this needs to be at least it's 30-minute service. Consider peak only service to Gary Job Corp/Airport.
This route covers a VERY SMALL distance at VERY low frequency. It's not clear who this will serve.
The loop after I-35 should be lessened for better efficiency.
Move the Hub
Needs to run on Sundays.
I like that this is a 30-minute interval rather than an hour. However, I would propose a name change as this is much more than a "Hopkins" route. I like the fact that it serves the Blanco Gardens neighborhood more frequently. I do not like the proposed transit center.
This is asinine routing. The major destination on this route is Walmart. If this ran as a "lasso" with Walmart as the midpoint in each direction it would work so much better. Transit plaza to Walmart on 80. Walmart to SW on River Rd. River Road to Linda Lane. Linda Lane to Bugg. Bugg to River Road. River Road back to Walmart. Walmart back to the Plaza.
This sounds sustainable. Now also add some biodiesel to your buses to make them even more sustainable and I'll be happy. :) Why not have all your busses stop where the number 5 stops today, on campus?
There is an absence of busses that make accessing mental health services accessible including Schieb, Hays Caldwell Women's Center (HCWC), and CTMC Grief Center. While other social services appear to be considered, the lack of connection to mental health services is still a problem.
Would be ideal for students who need things not available in the neighborhood HEB.
Same argument as before: Support better integration of the University bus system with key community locations.
This seems good because currently there is no good way to get to Walmart shopping center by bus

**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
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Open-Ended Comments Regarding Route 4
As a person that shares the road with mass transit, every thirty minutes seems excessive and only compounds the traffic issue.
As long as current apartments with access still have access
I don't ride any buses, so can't provide feedback on this question.

**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
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Open-Ended Comments Regarding Route 5
Too much traffic thru Wonder World Dr, this will make route late in the morning rush hour and afternoon rush hour when traffic last longer at night.
My only concern would be having to ride a University bus to get to Craddock. My grandmother lives there and she probably wouldn't use a bus packed with students.
Leave it alone
This would be great change and helpful too.
All this is going to work for a change. I support it.
Thanks
Like the increase access to medical center
OK
30 min would be better
More frequent
Similar to previous questions, this route shares significant overlap with maroon routes and has considerably worse service. Why isn't there more of an effort shown here to combine these routes and improve service overall? Also, this route should be divided in half with a transfer to the more distant destinations like the outlet mall.
Again, 60 min. lines are setting the system up for failure. This route spends WAY too much time on IH35. Barnes Drive/StoneCreek Crossing do not justify all this travel time as there are other places to shop for similar goods and the City would need a very compelling story to serve Barnes Dr. based on employee use over, for example, service to Amazon, which is unfortunately barely served. Seems like the #1 line could pick up the Outlets, head down McCarty to get Amazon and SMHS, head back down SH123 to pick up El Camino Real and the affordable housing along that segment, then come down Wonder World Drive to CTMC and hook back in to Hunter Road for more comprehensive coverage of key destinations. By reallocating the buses from this proposed #5 to the #1, frequency might be also be able to be improved to 30 minutes.
This route covers a VERY SMALL distance at VERY low frequency. It's not clear who this will serve.
This route overlaps with other proposed maroon routes and should not be duplicated in the system with such poor frequency. This route should be combined with the maroon routes for integrated service and improved frequency. The portion serving the outlet mall after wonder world should be served by a transfer not a duplicate line.
Needs to run on Sundays.
This is a pretty long route. Is there a way to break it up into two? If not I guess 60 minutes aint bad, most of the stops are shopping related.
Long, wandering and with no purpose. Does this serve as a shopping shuttle, a medical shuttle, a what? Why are there no transfer points?!
This would be better with more frequent buses - every 30, or 45 minutes. At 60 minutes it could serve employees at the CTMC, Target, and outlets, but that is not frequently enough to be convenient for shoppers. We would use it (living downtown with no car), but it will not induce anyone to leave the car at home and take the bus to shop.
Every 60 minutes is not acceptable if you want someone to actually use the service.
have a parking area for commuters coming into San Marcos so they can park by outlets and ride bus into university.
Why not have all your busses stop where the number 5 stops today, on campus?
Depending on the number of students living along the route, consider decreasing the running time to 45 minutes or establish connecting routes to decrease running time.

**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
City of San Marcos

Open-Ended Comments Regarding Route 5
Great for student employees as well as others who want to buy things.
Same argument as before: Support better integration of the University bus system with key community locations.
I don't ride any buses, so can't provide feedback on this question.
My only concern would be that students and people alike don't have time to wait a full 60 minutes for the bus to make its loop.

**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
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Open-Ended Comments Regarding Route 6
Depending on the number of students living along the route, consider decreasing the running time to 45 minutes or establish connecting routes to decrease running time.
Don't care.
Don't use this route.
Every 60 minutes is not acceptable if you want someone to actually use the service.
Finally, a bus to the high school and Amazon. Thank you, smart move!
I don't ride any buses, so can't provide feedback on this question.
I hope in the future, as development continues along Hwy 123, that routes may be considered to get people from neighborhoods there to the university and downtown. I also hope that some sort of integrated bike or trail network can be developed to connect outlying areas to downtown. Thank you!
I need to Rt 1 to run every 30 min and on Saturdays.
I would hope this will closely look at needs for high school students and their bus needs *after SMCISD bus hours.
Interesting.
Leave it alone it works fine!
More frequent.
My only concern would be that students and people alike don't have time to wait a full 60 minutes for the bus to make its loop.
Needs to run on Sundays.
Serve Schieb Mental Health Center on one route.
Thanks
The peak service idea only idea is supported for Redwood. Unless SMCISD is going to allocate some resources, in lieu of this route, suggest serving Redwood with a simplified line running just along Redwood Rd. / Wonder World Drive and tying in to the #1 at CTMC (along with the revised #1 route mentioned in the response above). General Comments: Why are there no questions about the "Express" routes ... which should not be called "University" Express btw? The routes, especially the Express routes, are not legible and need to be simplified. The objective for MF complexes cannot/should not be service right to the front door but should be within a reasonable walk or bike shed of destinations so that this system, with limited resources, can be operated efficiently and with viable frequency. Right now, it feels like the systems have been bolted together, not integrated.
This change is a good one. Keep thinking to better San Marcos. Thanks.
This route covers a VERY large distance at VERY low frequency. It's not clear who this will serve. Surely not Amazon employees?
This will not get used in this design. And a transfer point at Star Park is not a great idea.
What is "peak times"? Will that make Route 1 a 2-hour route when Route 6 is added to it?
Why not have all your buses stop where the number 5 stops today, on campus? Students work at these places.
Would recommend working with Amazon to provide more frequent service to and from other connecting lines, with less frequent service to Redwood and the high school.
You are eliminating a stop at La Vista senior apartments with over 250 residents.



## Feedback on Proposed Route Network from MoveSM



February 10th, 2019

**Re: Proposed Transit System for the City of San Marcos 5-Year Transit Master Plan**

To: Lee Hitchcock, Director of General Services and Pete Binion, Transit Manager, City of San Marcos  
James Gamez and Hazel Scher, Nelson Nygaard, Transit Master Plan Consultant  
Nancy Nusbaum, Associate Vice President of Planning, Steven Herrera, Director of Transportation Services, Texas State University

Cc: San Marcos City Council

[MoveSM](#), an informal group of community members committed to supporting and advocating for safe, sustainable forms of transportation, submits this letter as feedback on the proposed system design presented January 28/29, 2020 for an integrated city and university bus system.

We believe this effort can be a powerful, transformational opportunity for both the City and University, and we applaud some of the proposals, such as investigating discounted/free fares and the establishment of a downtown station. Unfortunately, overall, we were *alarmingly* disappointed by the proposal's avoidance of truly merging these disparate bus systems and by the proposed degradation of already poor frequencies to a level that undermines the most basic viability of transit for all non-University destinations.

Public transit is a lifeline service for many residents, which should continue to be a priority. But transit is also among the safest, most efficient, and sustainable forms of transportation for modern cities of all sizes, and mode-shift must also be a priority. For public transportation to be a viable option for more of the community, there must be lines delivering travel times within striking distance of other modes, demonstrating to the public that transit can be a preferred and convenient option in San Marcos.

In an effort to help steer this in a more positive direction for the San Marcos community, we respectfully offer the following formal comments and recommendations, as well as an attached example alternative "goal state" bus system map and operating schedule/budget that achieves what we believe would be a substantially better outcome for the city. We acknowledge that we lack the time, resources, and technical capacity to validate many assumptions, but we believe the conceptual system map provided to be directionally accurate and hope it can be illustratively helpful in visioning what a truly integrated transit system could look like five years from today.

**1. Eliminate the divide that persists between University Lines and City Lines**

- Coloring, notations, naming and general presentation should reflect the spirit of an integrated system -- even at this early conceptual stage -- to lay a strong foundation for the forthcoming branding effort
- The use of "university express" terminology and presentation of those lines in maroon perpetuates the divide, which is harmful to the spirit of this effort and improved outcomes for ridership
- In lieu of dedicated "express" lines bypassing other destinations, create simple, more legible common lines that have augmented resources to boost frequency during hours of peak demand to the University

**2. Increased visibility of buses downtown will be positive for transit legibility and system promotion**

- Utilizing a visible downtown transfer location, amongst others, will help increase awareness for bus availability
- Recommend that all lines that service the south side of the University campus have a stop at the downtown hub to reinforce the system as an integrated one (vs. the downtown hub being utilized only for "city" lines)
- Even in the near-term, we recommend creating at least one frequent (10-15 min max.) and highly visible line that serves central San Marcos and becomes a face for the system. This line could even receive unique branding to demonstrate its importance



**3. Significant and inefficient overlap on University Lines and City Lines should be designed out**

- Proposed Lines 2, 3, and 5 share considerable overlap with presently-termed University Express lines; University lines perpetuate "student shuttle service" versus integrating into a bus system for everyone
  - *This reinforces the problems presented today by separate systems - a fast, frequent front-door shuttle for students that just want to get to the University and a slow, infrequent subsistence bus system for those traveling anywhere other than the University*
  - *Front-door service for private student apartment complexes is unreasonable, inefficient, and likely a core issue preventing any efficiency improvements with this combined system in the proposed plan. It must be re-evaluated and instead lines provided within a reasonable 5 - 10 minute walk-shed*
- Lines should be better integrated to eliminate redundancy and improve service for all users

**4. Investigate dividing and redesigning Line 5 to eliminate the redundant time spent looping I-35**

- Time spent on I-35 and its access road is generally not productive time for intercity transit vehicles where there is frequently traffic, few stops, and safety concerns
- The portion of Line 5 that currently overlaps with the legacy university line could become one line servicing downtown, Hwy 123, and Wonder World Drive
- The southernmost portion of Line 5 servicing the outlet malls could be incorporated with the southernmost portion of Line 1 to create a separate line running off I-35 between Wonder World Dr. and Centerpoint, with augmented transfer stations to the northern/downtown-bound portions of Line 1 and Line 5

**5. Overall, degraded frequency of service on city lines is unacceptable and must be addressed**

- Moving to less-frequent 60-minute service on most city lines is antithetical to increasing ridership and disregards the community survey responses received that placed more frequent service as the top request
- Recommend incorporating all or at least some of these suggestions to achieve better frequency and legibility
  - *A core benefit of a combined system is increased ridership unlocking external funding not presently available to either the City or University. Clearly, this integration will make new funds available. However, the City must begin reallocating some of its internal funds scheduled for roadways into capital and operational improvements for public transportation in order to make this effort a success and align with the goals of the Transportation Master Plan and City Council's long-term Sustainability efforts*

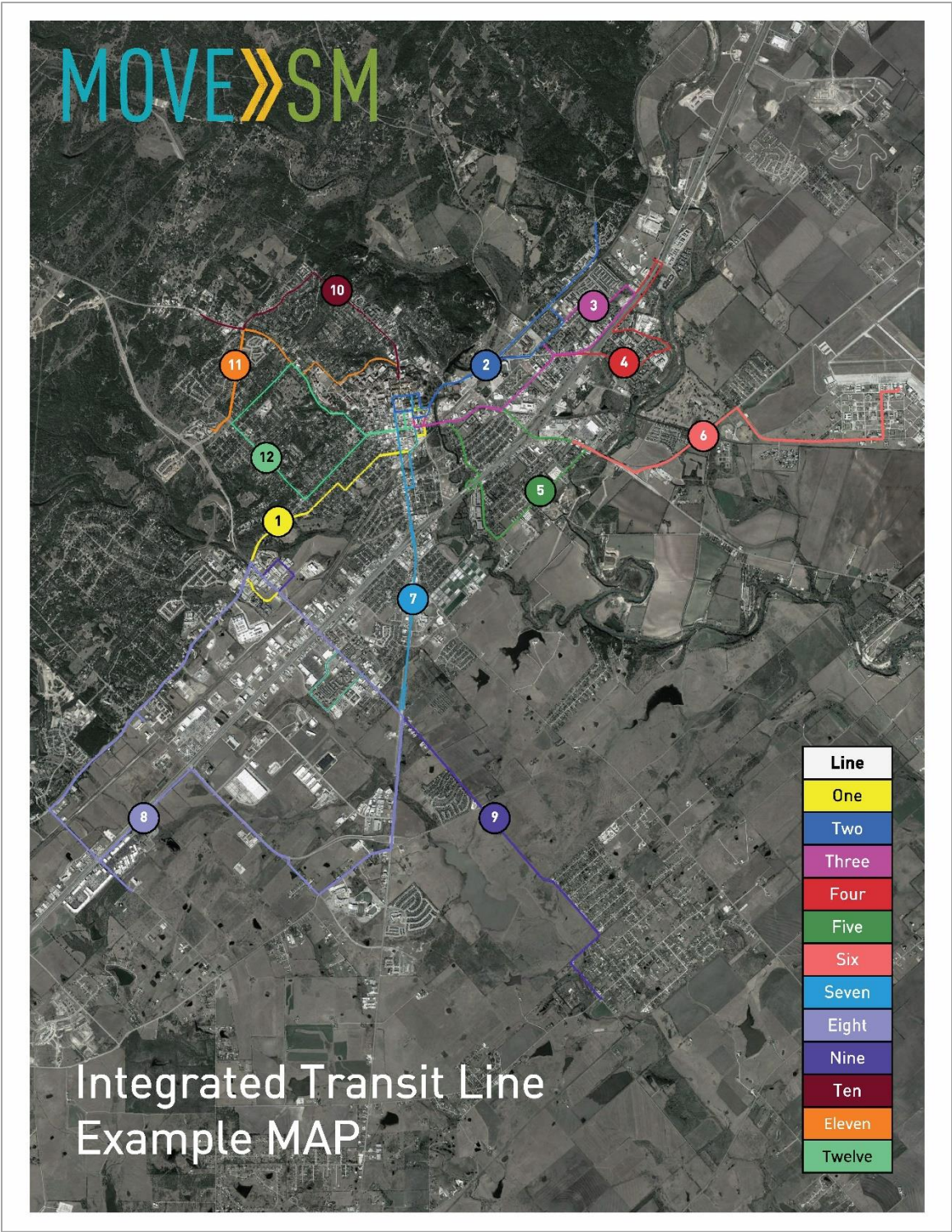
We recognize that change can take time, but this is a strategic visioning exercise. *The City and University must first design the system it wants to achieve together* and then work from that point backward to identify necessary intermediate steps required to arrive at the desired condition - not vice versa. The process thus far appears at risk of being subverted by an unwillingness to consider a future beyond present conditions.

As the Transit Master Plan is of utmost importance to MoveSM, we appreciate your work on this critical effort as well as your review of this feedback. Our group would value the opportunity to discuss these concerns in further detail in person with your team, so please let us know if we could arrange for a meeting during the month of February. We look forward to your response and again thank you for your time.

Sincerely,  
The Collective Members of MoveSM

**Attached:**

MoveSM Integrated Transit Line Example - MAP  
MoveSM Integrated Transit Line Example - Goal State Operating Schedule / Budget





MoveSM line	Start	End	Peak Hours	Add'l Buses	Frequency	Daily Cost	Days/Wk	Weekly Cost	Annual Cost
One	DWTN	CTMC				-	5	-	-
Two	TXST-S	Post Road	6	2	7min	1,020	5	5,100	265,200
Three	TXST-S	Mill St	6	2	8min	1,020	5	5,100	265,200
Four	TXST-S	River Ridge	6	3	7min	1,530	5	7,650	397,800
Five	DWTN	River Road				-	5	-	-
Six	Wal mart	Gary Job Corp	8	2	7min	1,360	5	6,800	353,600
Seven	TXST-S	CTMC	6	2	8min	1,020	5	5,100	265,200
Eight	County	Outlets				-	5	-	-
Nine	County	Redwood	8	2	19min	1,360	5	6,800	353,600
Ten	TXST-N	Old RR 12	6	2	6min	1,020	5	5,100	265,200
Eleven	TXST-N	New RR 12	6	2	7min	1,020	5	5,100	265,200
Twelve	DWTN	S Bishop				-	5	-	-
Total/Avg				17	9min	\$ 9,350		\$ 46,150	\$ 2,431,000

	MoveSM line	Start	End	Wkend Buses	Days	Frequency	Cost/Wkend	Annual Cost
W <sub>QI</sub>	One	DWTN	CTMC	1	2	50 min	2,550	132,600
	Two	TXST-S	Post Road	1	2	32min	2,550	132,600
	Three	TXST-S	Mill St	1	2	39min	2,550	132,600
	Four	TXST-S	River Ridge	1	2	42min	2,550	132,600
	Five	DWTN	River Road	1	2	26min	2,550	132,600
	Six	Walmart	Gary Job Coq	1	2	14min	1,360	70,720
	Seven	TXST-S	CTMC	1	2	39min	2,550	132,600
	Eight	County	Outlets	1	2	36min	2,550	132,600
	Nine	County	Redwood	1	2	38min	1,360	70,720
	Ten	TXST-N	Old RR 12	1	2	24min	2,550	132,600
	Eleven	TXST-N	New RR 12	1	2	26min	2,550	132,600
	Twelve	DWTN	S Bishop	1	2	23min	2,550	132,600
Total/Avg						32min	28,220	\$ 1,4s1,440

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## **APPENDIX C**

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### **Bus Stop Accessibility Assessment**

# SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Stop ID	Stop Name	Action	Shelter	ADA Compliant	Investment Tier
N/A	San Marcos Station	Retain	Y	Y	0
10101	Wal-Mart	Retain	N	N	1
10102	HW-80 @ Goodwill	Retain	N	N	1
10103	Hopkins @ Library	Retain	Y	N	1
10104	Hopkins @ Chimy's	Retain	N	Y	0
10105	Hopkins @ Little HEB	Retain	Y	N	1
10106	Hopkins @ Blanco St.	Retain	N	N	1
10107	Hopkins @ Mitchell Ave.	Retain	N	N	1
10108	Hopkins @ Bishop St.	Retain	N	Y	0
10199	Hopkins @ Dixon St.	Retain	N	Y	0
10109	Hunter near WW intersection	Retain	N	Y	0
10110	Stagecoach Trl. @ USPS	Retain	N	N	1
10111	Stagecoach Trl. @ Stone Brook	Retain	N	N	1
10114	Wonder World @ Lowe's	Retain	N	N	1
10115	Leah @ SAM's	Retain	N	N	1
10116	Sadler @ Regent Care Center	Remove	N	Y	0
10117	Sadler @ Medical Plaza	Remove	N	N	0
10118	Wonder World @ Hospital	Retain	N	N	1
10119	Wonder World @ IBC Bank	Retain	N	N	1
10120	Stagecoach Trl. @ Wonder World	Retain	N	N	1
10122	Stagecoach @ Hays County Justice Center	Retain	N	N	1
10123	Wonder World @ Chevron	Retain	N	N	1
10124	Hopkins @ Elysian	Retain	Y	Y	0
10125	Hopkins @ Jacks Road House	Retain	?	N	1
10198	Hopkins @ San Antonio St.	Retain	Y	Y	0
10126	Hopkins @ Olive St.	Retain	?	N	1
10127	Hopkins @ Mitchell Ave.	Retain	N	N	2
10128	Hopkins @ Blanco St.	Retain	N	N	1
10129	Hopkins @ County Clean Laundry	Retain	N	N	1
10130	Hopkins @ Bank of America	Retain	N	N	1
10131	City Hall	Retain	N	Y	0
10132	HW-80 @ CVS	Retain	N	N	1



# SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Stop ID	Stop Name	Action	Shelter	ADA Compliant	Investment Tier
10201	LBJ @ Garcia's	Retain	N	N	1
10202	LBJ @ Orthodontist's Office	Retain	N	Y	0
10203	Thorpe @ Gold's Gym	Retain	Y	Y	0
10204	Thorpe @ The Summit	Retain	Y	Y	0
10205	Thorpe @ Uptown Square	Retain	Y	Y	0
10206	Thorpe @ Palm Square	Retain	N	N	1
10207	Mill St. @ Boys and Girls Club	Retain	N	N	1
10208	Uhland Rd @ Old Mill Station	Retain	N	N	1
10209	Post Rd. @ Encino	Retain	N	Y	0
10210	Paintbrush Trl.	Retain	N	N	3
10211	Post Rd. @ The OutPost	Retain	N	N	1
10212	Post Rd. @ Elevation	Retain	Y	N	1
10213	Uhland @ Village Green	Retain	Y	N	2
10214	Mill St. across from Boys and Girls Club	Retain	N	N	1
10215	Mill St. @ Mill St. Park	Retain	N	N	1
10216	Eastwood @ Great Locations	Remove	N	N	0
10217	Thorpe @ Hot Spot Locators	Retain	N	N	1
10218	Thorpe across from The Summit	Retain	Y	Y	0
10219	Thorpe @ the Big HEB	Retain	Y	Y	0
10301	Aquarena @ Realitor	Retain	N	N	1
10302	Uhland @ Castlerock	Retain	N	Y	0
10303	Uhland across from the Hays County Jail	Retain	N	Y	0
10304	Aquarena @ The Lodge	Retain	Y	Y	0
10305	Aquarena @ Riverside Ranch	Retain	N	Y	0
10306	Aquarena @ Rehabilitation and health care	Retain	N	Y	0
10401	Guadalupe @ Allstate Insurance	Retain	N	N	1
10402	Guadalupe @ Wok and Roll	Retain	N	Y	0
10403	Cape @ Luciano Flores	Retain	N	N	3
10404	Sturgeon @ River Rd	Retain	N	N	2
10405	Sturgeon @ Mary Ln	Retain	N	N	1
10406	Sturgeon @ Housing Authority	Retain	N	N	1
10408	Linda @ Sundance	Retain	Y	Y	0

# SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Stop ID	Stop Name	Action	Shelter	ADA Compliant	Investment Tier
10409	Linda @ The Nest	Retain	Y	Y	0
10410	Bugg @ Social Security	Retain	N	Y	0
10411	Bugg @ River Rd	Retain	N	N	1
10412	River @ Blanco River Duplex	Retain	Y	Y	0
10413	River @ Collision Specialist	Retain	N	N	1
10414	River @ Bugg	Retain	N	Y	0
10415	Bugg @ Clarewood	Retain	N	Y	2
10416	Linda @ Shell	Retain	N	N	1
10417	Linda @ Planet K	Retain	N	N	3
10419	Sturgeon @ Conway Park	Retain	N	N	1
10420	Sturgeon @ Mary Ln	Retain	N	N	1
10421	Sturgeon @ River Rd	Retain	N	N	1
10422	Cape @ UPS	Retain	N	N	3
10498	Cape @ 123	Retain	N	N	1
10423	Guadalupe @ Bridge	Retain	N	Y	0
10424	Guadalupe @ Auto Zone	Retain	N	N	2
10599	IH-35 Soth bound @ Plasma	Retain	N	N	2
10501	IH-35 Soth bound @ Texas Road House	Retain	N	N	1
10502	IH-35 South bound @ ATM	Retain	N	N	2
10503	Barnes @ Academy	Retain	N	N	1
10504	Barnes @ Target	Retain	N	Y	0
10597	Centerpoint @ Outlet mall	Retain	N	N	1
10506	IH-35 North boud @ Embassy	Remove	N	N	N
10596	Broadway @ Anita Reyes Park	Remove	N	N	
10509	Guadalupe @ Taco Bell	Remove	N	N	
10510	RR 12 @ Highcrest Aprtments	Remove	N	N	
10511	Craddock @ Apt. Complex	Remove	N	N	
10512	RR 12 @ The Retreat	Remove	Y	Y	
10513	Academy @ Parking Garage	Remove	N	Y	
10514	Guadalupe @ Great Clips	Remove	N	N	
10220	Guadalupe @ Roof top	Retain	N	N	1
10601	Parker @ Sunrise Village	Retain	Y	N	1

# SAN MARCOS TRANSIT PLAN | FINAL REPORT

City of San Marcos

Stop ID	Stop Name	Action	Shelter	ADA Compliant	Investment Tier
10602	De Zavala @ Family Practice	Retain	N	N	1
10603	Redwood Market	Remove	N	Y	
10604	Crossover @ Mesquite	Remove	N	N	
10605	Redwood @ Redwood Baptist Church	Remove	N	N	
10606	De Zavala across from family practice	Retain	N	N	2
10607	Parker across from Sunrise Village	Retain	N	N	1
10702	Bishop @ Lutheran church	Remove	N	Y	
10703	Bishop @ Hazelton	Remove	N	N	
10704	Bishop @ Scheib Center	Remove	N	N	
10705	Craddock @ Bishop	Remove	N		
10706	Bishop @ Earle	Remove	N	N	
10707	Bishop @ Hazelton	Remove	N	N	
10709	Bishop @ Belvin	Remove	N	N	
10799	MLK @ Mitchell	Remove	N	N	
10711	MLK @ Dunbar	Remove	Y		
10712	MLK @ Community Health Center	Remove	N	N	
10708	Bishop @ Hillyer	Remove	N	N	
N/A	Staples Rd & Laredo St NB	Install			1
N/A	Staples Rd & Laredo St SB	Install			2
N/A	Broadway @ Owen Goodnight Middle School EB	Install			0
N/A	Broadway @ Owen Goodnight Middle School WB	Install			0
N/A	Guadalupe St & De Zavala Dr	Install			3
N/A	Wonder World Dr & Sadler Dr WB	Install			0
N/A	Wonder World Dr & Sadler Dr EB	Install			1
N/A	Hays Co Civic Center Rd @ National Guard	Install			0
N/A	Leah Ave @ Amazon	Install			1
N/A	McCarty Ln @ Embassy Suites	Install			3
N/A	Centerpoint @ Outlet mall SB	Install			1
N/A	Dutton Dr & Purgatory Creek	Install			1
N/A	Hunter Rd & Stagecoach Trail	Install			1
N/A	Hunter @ HEB NB	Install			3
N/A	Hunter @ HEB SB	Install			1

**SAN MARCOS TRANSIT PLAN | FINAL REPORT**  
City of San Marcos

Stop ID	Stop Name	Action	Shelter	ADA Compliant	Investment Tier
N/A	Hunter @ Mariposa	Install			0
N/A	Reimer Ave & Hunter Rd	Install			2
N/A	Reimer Ave @ WIC	Install			1
N/A	LBJ & San Antonio	Install			3
N/A	Lamar School	Install			0