

**S. Nathan Jones-Meyer**  
Department of Infrastructure  
County Engineer's Office  
Development Services  
[sjones@wilco.org](mailto:sjones@wilco.org)



3151 SE Inner Loop, Suite B  
Georgetown, TX 78626  
Telephone (512) 943-3330  
Direct (512) 943-3362  
Fax (512) 943-3335

## **APA Transportation Division Small Grant Proposal**

**Situation:** Williamson County, Texas has historically been a rural place, characterized by rocky Texas Hill Country in the west and flat Blackland Prairie in the east. Over the past decade, however, Williamson County has emerged as one of the fastest growing counties in the nation and is experiencing rapid urbanization marked by a continued reliance on automotive transportation. The transition from rural to urban comes with many challenges for local planners but also many opportunities. One such opportunity is the development of the Williamson County Trails Master Plan. There is growing interest among county residents to develop alternative transportation options. The Williamson County Trails Master Plan identifies gaps in the existing trails system and recommends trail segments that increase connectivity. Two trail segments are already nearing the construction phase – the Bagdad Road Sidewalks and Shared Use Path and the Brushy Creek Regional Trail Phase V. While there has been considerable progress in development of the physical infrastructure of the trails system, there is now a need to increase public outreach that promotes the trails system as a fun and safe alternative transportation option. The County is in need of promotional materials that increase awareness of the trails system as an alternative transportation option and inform the public of the health and wellness benefits and safety considerations of using the trails system.

**Proposed Solution:** Planners with the Williamson County Department of Infrastructure along with the Parks Department will hold a public outreach event in order to promote fun and safe pedestrian and bicycle transportation on the trail system. The public outreach event will be held at county fairs and festivals. County staff will attend these events, set up a promotional booth, and pass out informational materials that focus on the health and wellness benefits of using the trails system and safety considerations. In order to incentivize interest, bicycle safety gear and gift cards to local outdoors apparel businesses will be raffled off.

### **Steps Involved:**

1. Design an informational material package that promotes the trails system as an alternative transportation option, educates the public on the health and wellness benefits of using the trails system, and describes safety considerations.
2. Spend \$250 to purchase flyers and give away materials, such as pencils and stickers, as described in the informational material package. Spend \$250 to purchase raffle prizes from local outdoors apparel businesses.
3. Identify county fairs and festivals to attend.
4. Conduct public outreach.

**Benefits:**

- The public outreach events will be a good opportunity for the County increase awareness of the trails system and improve support from the public on the goals of the trails master plan.
- Outreach materials can be reused by the County and will help develop a guideline for the public involvement process in the future.