

TARC OPERATOR FOCUS GROUP



TARC Operator Focus Group

A key part of the engagement strategy is to involve operators by informing them about TARC 2025 and gathering their feedback on specific issues. TARC staff facilitated the meeting, while Planning Team staff led discussions on key questions. At the conclusion of the meeting, the project team outlined summer community engagement activities and offered participants the opportunity for individual follow-up.

Location/Date

TARC Headquarters, 1000 West Broadway Louisville, KY 40203
Tuesday May 28th, 2024 & Thursday, May 30th, 2024, 1:00pm - 2:00pm

Weather

Indoor event

Team Participants

TARC: Alex Posorske, Aida Copic
Consultant team: Scudder Wagg, Mihir Bhosale, Ryan Holmes

Number of Attendees

5

Event Summary

Two Operator focus group meeting opportunities were held, one on Tuesday May 28th and another on Thursday May 30th. The first meeting had no attendees. Recognizing the importance of operator input, TARC and the consultant team discussed strategies to enhance participation for the second meeting. All invitees from the initial focus group meeting were extended invitations to attend the second meeting, and five operators attended.

The Thursday May 30th focus group discussion highlighted several key concerns and suggestions for improving service. Operators noted that determining which routes to cut depends on prioritization, and that riders emphasized the importance of maintaining viable options to prevent inconvenience. Operators expressed the need for clarity on route expectations outlined in the union contract, particularly noting the value of routes 4, 10, 28, and 23 for their connectivity.

Operators noted the customer desire for buses to arrive on time and advocated for a real-time tracking and notification system to address issues like 'bus bunching' on routes such as 10 and 23. Fare and transfer timing concerns, especially with the introduction of the Saturday Plus service, were raised, with acknowledgment that long-term solutions should be addressed in the TARC 2025 plan.

Additional issues included operators feeling perpetually behind schedule, delays caused by cash transactions, and the inefficiency of fare boxes. Suggestions included implementing a cashless system and promoting electronic payment methods. Specific route-related issues were also discussed, such as signal priority on Route 10 and spacing problems on Route 23. Overall, there was a consensus on the need for quicker managerial response times and updates to TARC's communication systems to address these challenges effectively.