

COMMUNITY CANVASSING



Community Canvassing

The TARC 2025 Public Engagement Plan's goals include the prioritization of engaging transit reliant communities and TARC customers. Prior to any formal public meetings, TARC and the Planning Team led a series of events geared towards capacity building and project awareness, one of those initiatives was to do community canvassing. The Planning Team implemented canvassing to provide communities with information about the TARC 2025 process for awareness. The Team distributed brief/easy-to-read project summaries with contact information in on-the-ground walks, focusing on high transit reliance areas, areas with bus stops, high density apartment complexes, commercial corridors with high foot traffic, and residential areas.

Location/Dates

11 areas selected that prioritized high ridership, high density communities with a focus on transit reliant communities. A map of the canvassing areas has been provided later in this document along with descriptions.

Canvassing events occurred on multiple days from July 18th – July 27th 2024.

Weather

Generally the canvassing occurred during clear, hot days.

Team Participants

EHI and Gresham Smith Team Members

Engagement Data

- 11 total canvassing areas
- 9 Louisville Metro Council Districts (1,2,3,4,5,8,9,21,25)
- 2 canvassing trips to Jeffersonville, IN
- 5,735 bilingual door hangers distributed to residential communities
- 276 bilingual table tents distributed to local businesses
- 175 information posters provided/placed.

Event Summary

The following text gives a brief summary of the specific canvassing strategies, description of canvassing within each specific location, and themes from conversations with community members during canvassing.

Key Strategies

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Targeted Areas with Bus Stops: The team focused on areas along roads with bus stops to ensure information reached regular commuters, engaging people who relied on public transportation and might be directly affected by changes to bus routes and schedules.

High-Density Apartment Complexes: The team prioritized high-density apartment complexes to cover a large number of residents in a single location.

Commercial Corridors with High Foot Traffic: The team targeted commercial corridors with high foot traffic to reach both residents and visitors. Placed posters and table tents in businesses and restaurants along these corridors to increase visibility and engagement, as these locations are frequented by a diverse audience.

Engaging Residential Areas: In addition to high-density areas, the team targeted single-family homes and duplexes to ensure canvassing efforts covered a wide demographic, including families and individuals living in less densely populated areas.

Balanced Material Distribution: The team distributed door hangers, posters, table tents, and business cards strategically to maximize impact. Door hangers were used primarily in residential areas, while posters and table tents were placed in commercial areas to reach a wider audience.

Canvassing Area Descriptions

Portland Neighborhood (1)

- Date Canvassed: 7/23
- Materials Distributed:
 - 450 door hangers (primarily single-family homes)

Russell Neighborhood (2)

- Date Canvassed: 7/23
- Materials Distributed:
 - 450 door hangers (single-family homes and multi-family housing)

Jeffersonville, IN (3)

- Date Canvassed: 7/18 & 7/19
- Materials Distributed:
 - 300 Door Hangers (primarily single-family homes)
 - 100 Table Tents and 25 Posters (primarily businesses and civic organizations)

Clifton Neighborhood (4)

- Date Canvassed: 7/19 & 7/22
- Materials Distributed:
 - 450 door hangers (primarily single-family homes along Frankfort Avenue)
 - 35 Table Tents and 15 Poster (primarily along Frankfort Avenue)

Shively Neighborhood (5)

- Date Canvassed: 7/23
- Materials Distributed:
 - 450 door hangers (primarily single-family homes and an mixed-use complex off of Dixie Highway)

Highlands Area (6)

- Date Canvassed: 7/20
- Materials Distributed:
 - 600 door hangers (primarily single-family homes, with some multi-family units adjacent to Bardstown Rd and Taylorsville Rd)
 - 15 posters; 40 table tents distributed along the Bardstown Rd commercial corridor

Cane Run Area (7)

- Date Canvassed: 7/22
- Materials Distributed:
 - 570 door hangers (balance of multi-family units and single-family homes)
 - 5 posters; 10 table tents distributed along Cane Run Rd

Southside Area (8)

- Date Canvassed: 7/26
- Materials Distributed:
 - 525 door hangers (single-family homes, duplexes off Southside Drive, and two large apartment complexes off Strawberry Lane)
 - 10 posters; 15 table tents distributed along Kenwood Drive and New Cut Rd commercial corridors

Indian Trail/Preston Area (9)

- Date Canvassed: 7/27
- Materials Distributed:
 - 625 door hangers (combination of three apartment complexes, townhomes, and single-family homes off Indian Trail Drive close to Preston Highway)
 - 30 posters; 20 table tents distributed along Preston Hwy

Newburg Area (10)

- Date Canvassed: 7/25
- Materials Distributed:
 - 500 door hangers (combination of single-family homes and apartment complexes along Rangeland Rd and Russett Blvd)
 - 5 posters; 5 table tents distributed to businesses and restaurants along Shepherdsville Rd

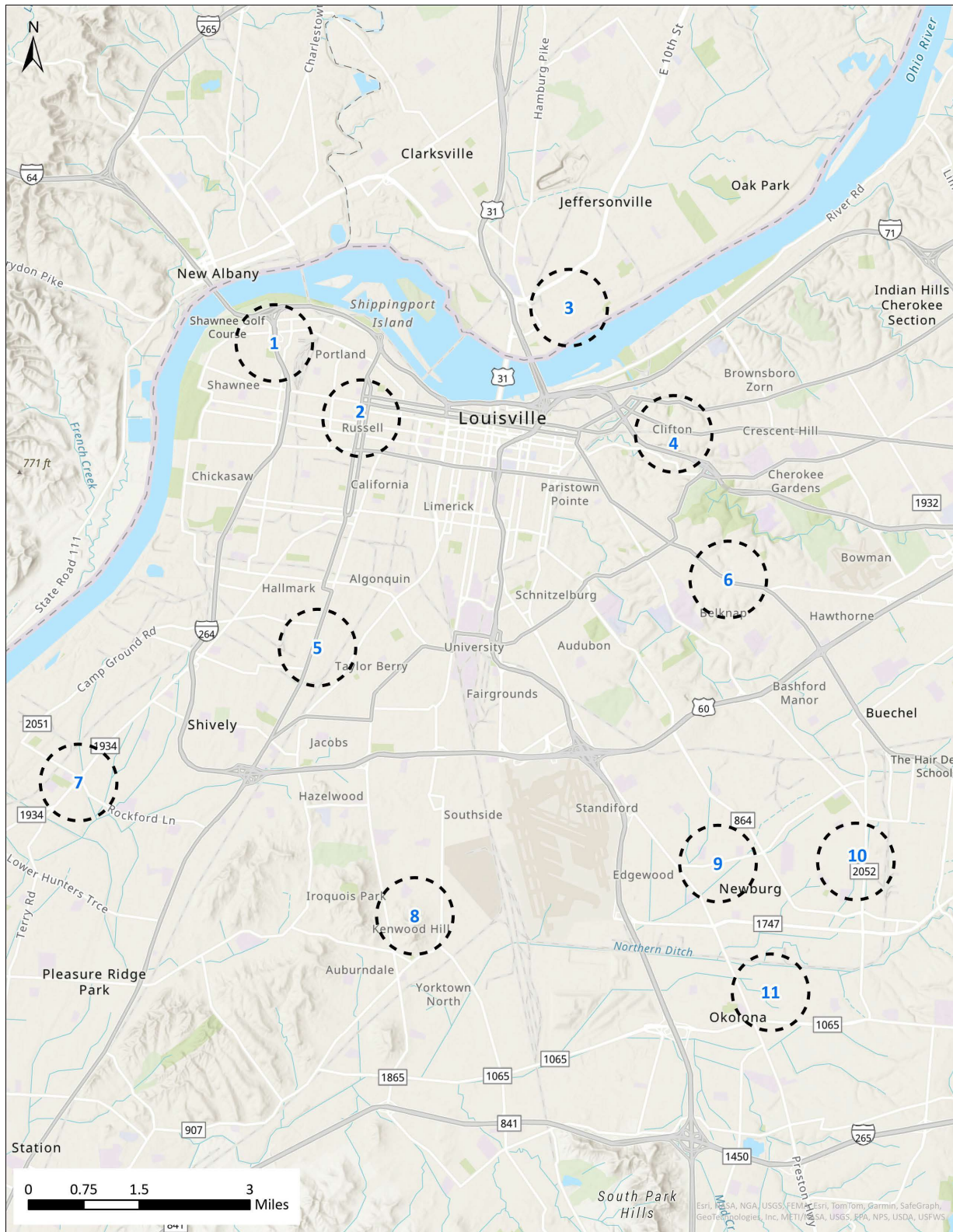
Outer Loop Area (11)

- Date Canvassed: 7/27
- Materials Distributed:
 - 715 door hangers primarily to multi-family complexes
 - 10 posters; 25 table tents along the Outer Loop and Preston Hwy corridors

Community Discussion Themes

Residents shared several concerns, including the impact on paratransit services, potential route eliminations, and future bus fare changes. Many residents welcomed network changes if they result in improved efficiency and capacity maximization, noting current inefficiencies such as multiple buses with minimal riders along Garden Green Way and in the Highlands. Additionally, residents had questions about the timing of network changes and how they would be notified in advance. Community members in Jeffersonville voiced concerns about routes being cut, limiting access to the River Ridge Commercial/Industrial Center.

Canvassing Area Map



Photos

