

TRANSIT STOP POP-UPS WEEK OF 9/1



TARC Stop Pop-Up September 1st-7th

Team members were stationed at TARC stops to engage with the surrounding community. The three TARC transit concepts (Ridership, Coverage, Growth) were discussed, and individuals were requested to complete the survey giving feedback on the concepts.

Location/Date

Tuesday, 9/3/24 at Market Street @ 6th Street from 3:30PM–6:30PM
Wednesday, 9/4/24 at S. Roy Wilkins & W. Muhammad Ali Boulevard from 12PM–3PM
Wednesday, 9/4/24 at Broadway @ Preston from 3:30PM–6:30PM
Thursday, 9/5/24 at Dixie @ Dixie Manor from 7AM–10AM
Thursday, 9/5/24 at Dixie Highway & Hill Street from 4PM–7PM
Saturday, 9/7/24 at 35th Street @ Kroger from 7AM–10AM
Saturday, 9/7/24 at Broadway @ Dixie from 3:30PM–6:30PM

Weather

9/3/24 - Warm Summer Afternoon (low 80s°)
9/4/24 - Hot Summer Mid Day (low of 66°, high of 87°)
9/5/24 - Cool Summer Morning (Upper 60s°)
9/5/24 - Hot Summer Evening (low of 67°, high 91°)
9/7/24 - Cool Summer Morning (Upper 50s°)
9/7/24 - Cool Summer Afternoon (Low 70s°)

Team Participants

Gresham Smith Staff, EHI Consultants Staff

Attendees

213 total community members

- 48 community members at Roy Wilkins & W. Muhammad Ali Blvd.
- 45 community members at Market Street @ 6th Street
- 70 community members at Broadway @ Preston
- 30 community members at Dixie Highway & Hill Street
- 10 community members at 35th Street @ Kroger

- 40 community members at Broadway @ Dixie

Event Summary

Team members handed out fliers with an overview of the three transit system concepts as well as many business cards that had the QR code for the survey. Concerns at the Roy Wilkins & W. Muhammad Ali Boulevard stop centered around the frequency of buses and distances between routes/stops. Individuals seemed to strongly prefer the Ridership Concept at this site.

Concerns at the Dixie Highway & Hill Street stop included fear of stops near large job sites being eliminated and the elderly and disabled populations having issues accessing stops. Individuals were interested in the Ridership Concept, however, were wary of the lack of coverage provided by this concept.

At the engagement session at Market & 6th, participants, predominantly Black and ranging from middle-aged to elderly, voiced a strong need to preserve essential bus routes in the West End. Many residents in this area rely heavily on TARC for their daily commute to work, particularly Routes 4, 18, and 23, which were repeatedly mentioned as critical to the community. One participant emphasized the importance of keeping Route 28, while another brought up the need to reinstate the route to Caesar's Casino, indicating its value for leisure and employment travel. Additionally, the Bishop's Table at the Gospel Missionary Church, held every Friday at 9 a.m., was highlighted as a valuable opportunity for further engagement to inform residents about the upcoming changes.

At Broadway & Preston, riders felt that the 10 route was highly reliable and should remain as it is. Some even felt that the overall TARC network didn't need significant changes. However, there were concerns about overcrowding on certain routes, particularly the 40, with buses often being too full, causing longer wait times for passengers left behind.

The engagement session at Dixie Manor Shopping Center brought a mixed demographic of participants, who shared similar concerns about service gaps in certain areas. This was echoed during the session at 35th & Kroger, where participants called for more routes, showing a preference for the coverage concept. They expressed concerns that the ridership-based model might result in layoffs for TARC drivers, raising questions about the future of the workforce.

While at Broadway & Dixie, the issue of transfer timing was repeatedly raised. Long and unpredictable wait times have forced many to find alternative transportation, causing students to be late to class and workers to arrive late to their jobs, further highlighting the need for more reliable and frequent service.

Participant Description

Roy Wilkins & W. Muhammad Ali Boulevard: Community members at the Roy Wilkins & W. Muhammad Ali Boulevard location varied in age and were predominantly African American and Caucasian.

Market Street @ 6th Street: Participants were primarily Black or White, with a mix of ages. Most were residents heading downtown or to various places of employment.

Broadway @ Preston: Participants were primarily Black or White, with a wide range of ages. Most were traveling home from work.

Dixie Highway and Hill Street: Community members at the Dixie Highway and Hill Street location were mainly older adults and were predominantly African American and Caucasian.

Dixie Highway @ Dixie Manor: Participants varied in race and age. Most were residents heading downtown or to various places of employment.

35th Street @ Kroger: Participants were primarily Black with ages ranging from 40 and older. Most were traveling to various places of entertainment and Kroger.

Broadway @ Dixie Highway: Participants were predominantly Black, with a mix of ages. Most were residents heading home, downtown or to various places of employment and entertainment.



Photos

