

Goodwill Excel Center



Event name

TARC was invited to table during the lunch period at the Goodwill Excel Center for students.

Location/Time

6203 Preston Hwy Louisville KY 40218

September 10 11am-12:30pm

Weather

Indoors

Team Participants

Marketing and Communications department staff

Number of Engagements

Around 25 students.

Event Summary

TARC set up an informational table including some small TARC branded items as giveaways. We discussed the TARC fiscal cliff and TARC strategies to address the fiscal cliff with a primary emphasis on the TARC 2025 network redesign and how to engage in the process. TARC used handouts and tablets to help students take the survey.

Questions: Will TARC still serve the Goodwill Excel Center?

Will reduced frequency make it harder for people to be on time?

Why is TARC going places where people don't ride as much?

Will TARC raise fares?

Participant Demographics

Students of the Goodwill Excel center ranging in ages from 18 to over 40 years old.