

TRANSIT STOP POP-UPS WEEK OF 8/25



TARC Stop Pop-Up August 25th - 31st

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

Sunday, 8/25/24 at Walmart Outer Loop from 10AM–1PM

Monday, 8/26/24 at Dixie Highway @ Upper Hunters Trace (Kroger) from 7AM–10AM

Monday, 8/26/24 at W. Broadway and Cecil Avenue from 1PM–4PM

Tuesday, 8/27/24 at Dutchmanns Lane from 8AM-11AM and at W. Broadway and S. 35th St. from 12:30PM-3:30PM

Thursday, 8/29/24 at 3rd Street @ Central Station from 7AM–10AM

Weather

8/25/24 - Hot Summer Mid Day (low of 69°, high of 94°)

8/26/24 - Cool Summer Morning (mid 70s°)

8/26/24 - Hot and Humid Summer Afternoon (low of 64°, high 92°)

8/27/24 - Hot Summer Mid Day (low of 68°, high of 96°)

8/29/24 - Cool Summer Morning (low 70s°)

Team Participants

Gresham Smith Staff, EHI Consultants Staff

Attendees

242 total community members

- 23 community members at Walmart Outer Loop
- 40 community members at Dixie Hwy and Upper Hunters Trace
- 56 community members at W. Broadway and Cecil Avenue
- 4 community members at Dutchmanns Lane
- 54 community members at W. Broadway and S. 35th Street
- 65 community members at 3rd and Central Station

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 Outer Loop Walmart focused on route/stop eliminations and access to downtown for employment and school.

The participants at the W. Broadway and Cecil Avenue stop seemed to be more optimistic about the changes, favoring the Ridership Concept and excited at the possible improvements it would have on their daily commutes. Some individuals were concerned with route/stop eliminations and some participants voiced concern over wait times.

The few individuals that the team spoke with at the Dutchmanns Lane location did not have any major concerns to speak about in regards to any of the TARC 2025 concepts.

While the team members heard a lot of favorable opinions on the Ridership Concept at the W. Broadway and S. 35th Street stop, most individuals preferred the Growth Concept. Concerns mainly focused on losing routes and stops, with younger participants voicing their fears of losing access to certain parts of the city.

While at Dixie and Hunters Trace, participants expressed frustration with the inconsistent service of Route 17, with some reporting job losses due to unreliable transportation. There was also significant support for a coverage-based transit concept that would offer better access and reliability across more areas. Additionally, riders reported confusion between the new Route 10 and the established Route 18, with a strong preference for retaining the original Route 18. Some suggested implementing half-routes to provide greater flexibility and reduce confusion. Additionally, many riders raised concerns about the TARC transit app, stating that it often fails to reflect real-time schedules accurately, forcing them to arrive earlier than necessary to avoid missing their buses.

During the Central Station engagement session, it became clear that University of Louisville (UofL) students heavily rely on the bus system for travel between shopping centers, entertainment districts, campus, and downtown. Students stressed that keeping routes accessible and reliable is essential for maintaining their mobility across these key areas. A particular focus was on Route 4, which is in high demand among diverse riders, with buses often arriving overcrowded. One elderly rider highlighted the challenge of accessing areas not served by this route, such as Hikes Point, reinforcing the need for broad and comprehensive route coverage. Additionally, many participants expressed a lack of awareness about the current TARC project and suggested that TARC should increase advertising directly on buses, as many riders are unaware of ongoing changes. Finally, concerns were raised about the future of paratransit services, emphasizing the need for more communication and clarity on upcoming changes to ensure these services continue to meet the needs of vulnerable populations.

Participant Description

Walmart Outer Loop: Community members at the Walmart Outer Loop location varied greatly in race, age, and language (Spanish, German, Swahili, and English).

Dixie Highway @ Upper Hunters Trace: Participants were primarily Black or White, with a mix of ages. Most were residents heading downtown or to various places of employment.

W. Broadway and Cecil Avenue: Community members at the W. Broadway and Cecil Avenue location varied greatly in age and were predominantly African American or Caucasian with some Hispanic and Asian participants as well.

Dutchmanns Lane: Community members at the Dutchmanns Lane location were adults who were primarily African American and Caucasian.

W. Broadway and S. 35th Street: Community members at the W. Broadway and S. 35th Street location varied greatly in age and were predominantly African American.

3rd @ Central Station: This location had a diverse mix of White, Black, and Hispanic participants, with a range of ages. The majority were traveling to downtown, UofL, or various job sites.

Photos



