

Stakeholder Advisor Committee Workshop 1



Event Description

The TARC 2025 Stakeholder Advisory Committee (SAC) is an evolving stakeholder group convened at the outset of the planning process to engage with each other, TARC, and the Planning Team on transit-related topics. The SAC is a diverse group of government leaders, elected officials, neighborhood leaders, community leaders, major employer representatives, and non-profit community service organizations who will participate in a series of intense transit planning workshops to shape ideas, inform TARC planning priorities and goals, learn about transit challenges and opportunities, and serve as liaisons for their respective community or organization.

The SAC is intentionally made up of diverse stakeholders who represent the people, communities, and organizations who rely on TARC service as well as influential civic leaders who can play a key role in the long-term support and financial viability of TARC.

To kick off the process, members of the Stakeholder Advisory Committee were invited to join TARC and the Planning Team in a series of round table transit planning exercises. This event consisted of various interactive activities focused on helping participants learn about the transit system and transit planning while helping them evaluate potential trade-off decisions, which would provide them with information for the second workshop where they will be reviewing potential transit system concepts and providing feedback.

Location/Time

Leadership Louisville, 707 W. Main Street Louisville, KY 40202
Thursday June 27th, 2024, 10:00 AM-2:00 PM

Weather

Indoor Event

Team Participants

TARC Staff, JWA Staff, Gresham Smith Staff, EHI Staff

Number of Attendees

56 Stakeholders (Organizations list provided on following pages)

Event Summary

The first SAC workshop focused on providing stakeholders an introduction to transit planning. As a diverse audience, not everyone is familiar with the elements of a transit plan so each member was taken through a conceptual exercise to help aid in the understanding of the tradeoff decisions that face TARC and the TARC Board. The exercises focused on preparing Stakeholders and the Community to offer informed input on those decision as the process evolves.

Attendees began by responding to questions regarding how frequently they use transit services. While the stakeholders represent various organizations and constituencies who rely on transit, 76% of the attendees answered that they don't normally use transit services, and 8% responded that they ride more than 15 days per month.

TARC Executive Director Ozzy Gibson began the meeting by outlining the financial challenges facing TARC, and the background leading up to them. Content from this presentation can be found in the existing conditions report available for download at this link, [TARC 2025 - Existing Conditions Report](#). Following the presentation of background data, meeting attendees formed eight (8) groups of 5 to 6 participants to engage in a transit planning exercise for a fictional city. Attendees were then asked to use defined transit resources to plan a transit system for their fictional city. During this exercise participants were faced with making decisions about access, frequency of bus service, location of routes, equitable distribution of services etc.

At the conclusion, each group's plan was presented and discussed, detailing the priorities used and demonstrating the complex layers of transit planning and trade-offs used in the decision-making process.

Following the exercise, the Planning Team presented existing conditions for TARC's current system to help stakeholders better understand how the current system works, where current demand is, and how the region is being served. This data and information is available on the project website in the [Existing Conditions Report](#).

The presentation concluded with discussion of the ridership-coverage trade-off with stakeholders learning about the major trade-offs in transit planning between encouraging maximizing ridership, or planning a system that maximizes coverage of the community. They are distinct goals, with distinct differences in how success is measured. At the end of the meeting the Planning Team asked stakeholders the following questions:

- Do you prefer walking farther for a shorter wait for transit, or having a shorter walk with a longer wait? 62.5% of respondents preferred the longer walk and shorter wait, with 25% preferring the longer wait.
- If TARC must cut service, how should it focus its resources? Respondents answered 41.18% on mostly maintaining ridership, and 35% on mostly maintaining coverage.
- What is the most important reason for providing coverage in a low ridership area? Respondents answered 64.71% that it was for meeting the needs of people with lower incomes and disadvantaged groups, and 14.71% answered meeting the needs of seniors and people with disabilities.
- Would you support additional investment (funding) for more transit service? 80.56% of respondents answered "yes" with 8.53% responding "no," the remainder were unsure.

Participants

Below is a list of the organizations who were invited to this SAC meeting:

AARP	GLI	Louisville Metro Council	ReLand Development
Al Dia	Goodwill	Louisville Airport	Riverhills Economic Development District
ATU Local 1447	Highlands Commerce Guild	Louisville Climate Action	South Louisville Community Ministries
Baptist Health	Humana	Louisville Metro Housing Authority	Streets for People
Brown-Forman	Indiana University Southeast	Louisville Planning Commission	TARC Accessibility Advisory Council
Catholic Charities	JCPS	Louisville Tourism	University of Louisville
Ceasar's Foundaton of Floyd County	JCTC	Louisville Urban League	UPS
Center for Accessible Living	Jefferson County League of Cities	Louisville Zoo	Urban Design Studio, UofL
Center for Neighborhoods	Jeffersontown Chamber	LOUMED	Vision Russell Volunteers of America
Churchill Downs	KentuckianaWorks	Metro United Way	West End Opportunity Partnership
Coalition for the Homeless	Kroger	NAACP	West Louisville Dream Team
Downtown Louisville Partnership	KY Refugee Ministries	Norton Healthcare	Weyland
Friends of Bardstown Road	KY Restaurant Association	One Southern Indiana	
GatherStrength	Leadership Louisville	One West	
GE	LGE & KU	Preston Area Business Alliance	

Photos

