

TRANSIT STOP POP-UPS WEEK OF 8/18



TARC Stop Pop-Up August 22, 23, 24

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

Thursday, 8/22/24 at Eastern Parkway @ Preston from 3:30PM-6:30PM

Friday, 8/23/24 at Bardstown Rd @ Grinstead from 7AM-10AM

Saturday, 8/24/24 at Bardstown Rd @ Goldsmith Lane from 7AM-10AM

Weather

8/22/24 - Hot Summer Mid Day (mid 90s°)

8/23/24 - Cool Summer Morning (Upper 70s°)

8/24/24 - Warm Summer Morning (low 80s°)

Team Participants

EHI Consultants Staff

Attendees

150 total community members

- 70 community members at Walmart Outer Loop
- 35 community members at W. Broadway and Cecil Avenue
- 45 community members at Dutchmanns Lane

Event Summary

Team members actively distributed project information flyers and business cards, encouraging participants to take physical copies of the survey. Additionally, they directed people to the project website for more information and urged them to complete the online survey to ensure their feedback was captured.

TARC bus stop engagement events revealed several key insights from riders across different locations. There is a strong preference for the Ridership Concept, but significant challenges were noted regarding bus timing and frequency. Riders frequently experience difficulties with transfers due to poor synchronization between buses, leading to long waits, particularly in areas with inconsistent service (Bardstown @

Grinstead). Concerns were raised about poorly spaced bus stops, buses consistently running late, and inaccuracies with the transit app, which often forces riders to arrive earlier than necessary. Specific route issues included the limited service of Route 31 in St. Matthews, requiring long walks to catch a bus.

Participant Description

Eastern Parkway @ Preston: Participants were primarily Black or Hispanic, with a mix of ages. Most were residents heading downtown or to the University of Louisville.

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

Bardstown @ Goldsmith: The majority of participants were Black, primarily traveling to job sites, downtown, or the St. Matthews area. There were also families present, with some speaking Swahili.

Photos

