

TRANSIT STOP POP-UPS WEEK OF 8/18



TARC Stop Pop-Up August 18th – 24th

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

Wednesday, 8/21/2024 at Old Rockford @ Cane Run Road from 8:00AM – 11:00AM

Wednesday, 8/21/2024 at West Jefferson Street @ South 6th Street from 3:00PM – 6:00PM

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

8/21/2024 - Cool Summer Morning (low of 59°, high of 79°)

8/21/2024 - Warm Summer Afternoon (low of 59°, high of 79°)

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

Gresham Smith Staff, EHI Consultants Staff

Attendees

345 total community members

- 15 community members at Old Rockford at Cane Run Rd.
- 180 community members at W. Jefferson St. and S. 6th St.
- 70 community members at Eastern Parkway and Preston
- 35 community members at Bardstown Rd and Grinstead
- 45 community members at Bardstown Rd and Goldsmith Ln

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 Old Rockford at Cane Run Road stop

centered around route and stop eliminations as well as long wait times between buses. Concerns at the W. Jefferson Street and S. 6th Street stop were focused on access to the rapid routes, access to employment-dense areas, and long wait times between buses. Several individuals at this stop voiced their support for the changes to the transit system if it meant their routes would be more efficient. At both locations team members heard concerns that the community's input would be overlooked.

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

Old Rockford @ Cane Run Road: Community members varied greatly in age. Predominantly African American and Caucasian with some Hispanic and Asian participants primarily traveling to jobs.

West Jefferson Street @ South 6th Street: Community members varied greatly in age across both sites. Individuals were many different races and age groups. Predominantly African American and Caucasian primarily traveling to and from jobs to home.

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



