



TARC 2025 NETWORK REDESIGN

Summary of Round 2 Engagement on Draft Plan





ENGAGEMENT IN ROUND 2





ENGAGEMENT ACTIVITIES

170 presentations or events between March 5 and April 30

More than 2,900 survey respondents

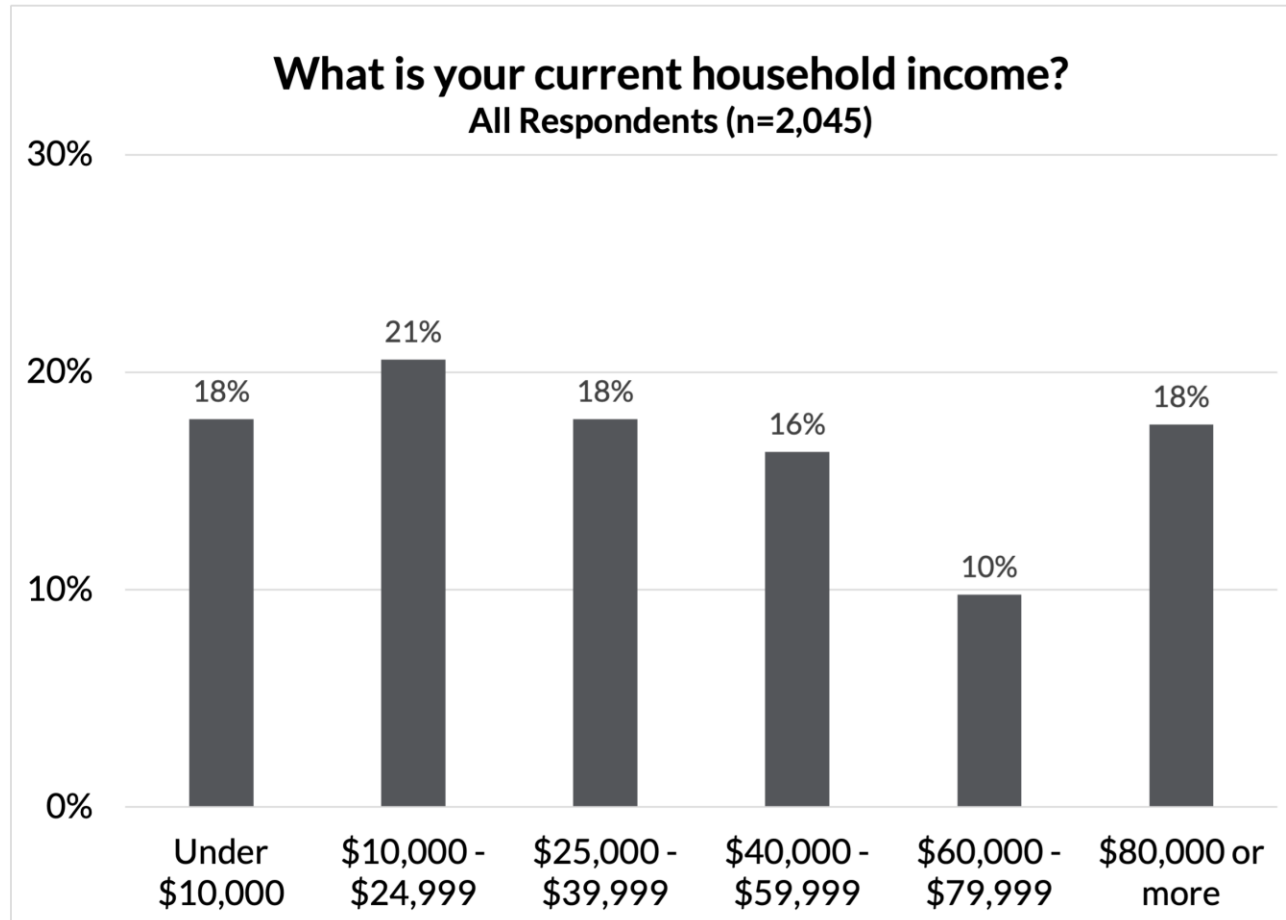
Every Louisville Metro Council District touched

All 3 Southern Indiana Communities touched



SURVEY RESPONDENTS

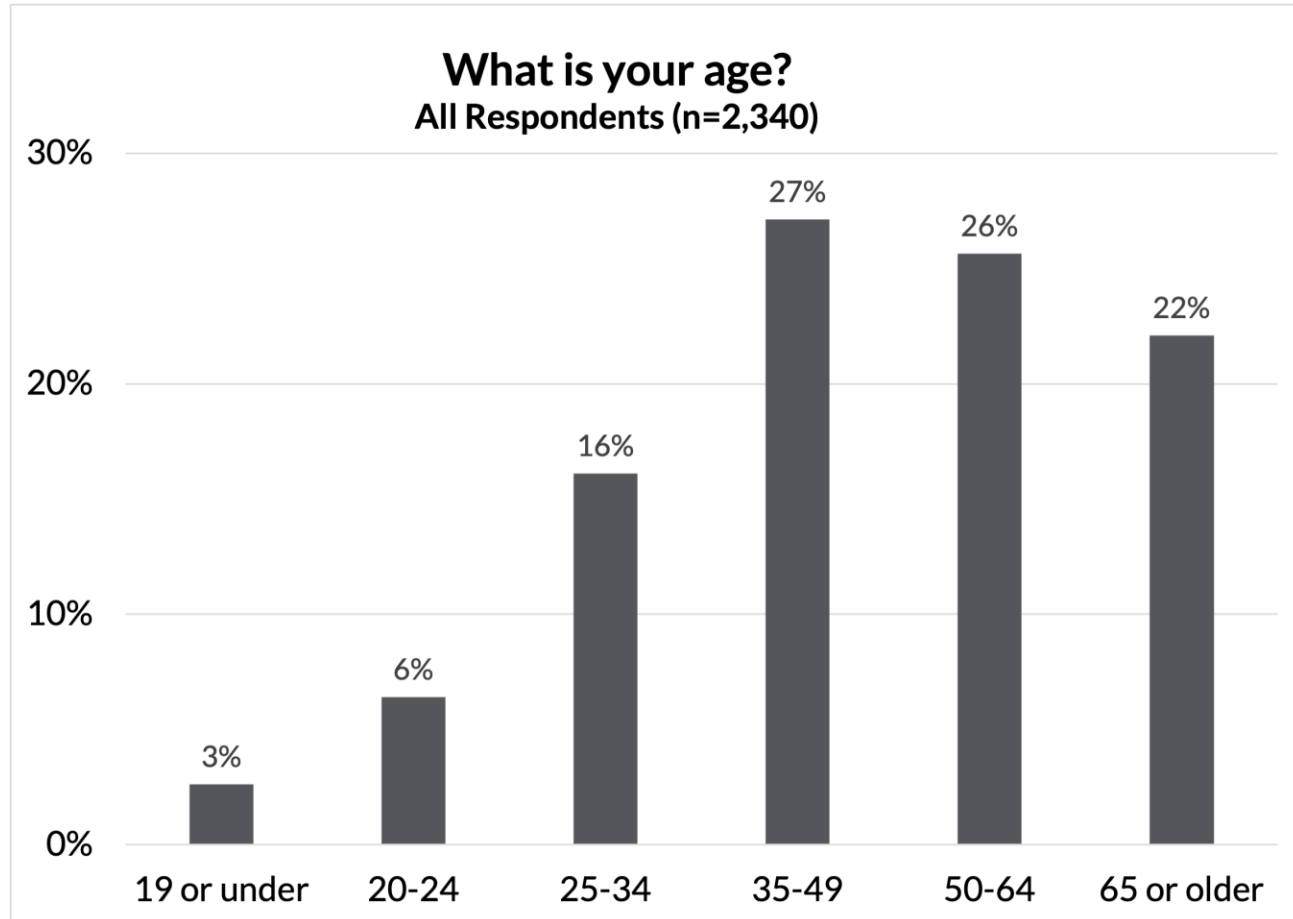
- Broadly similar to the demographics of the region.
 - High representation from lower income groups.
 - Median household income in Louisville is about \$64,000 per year.





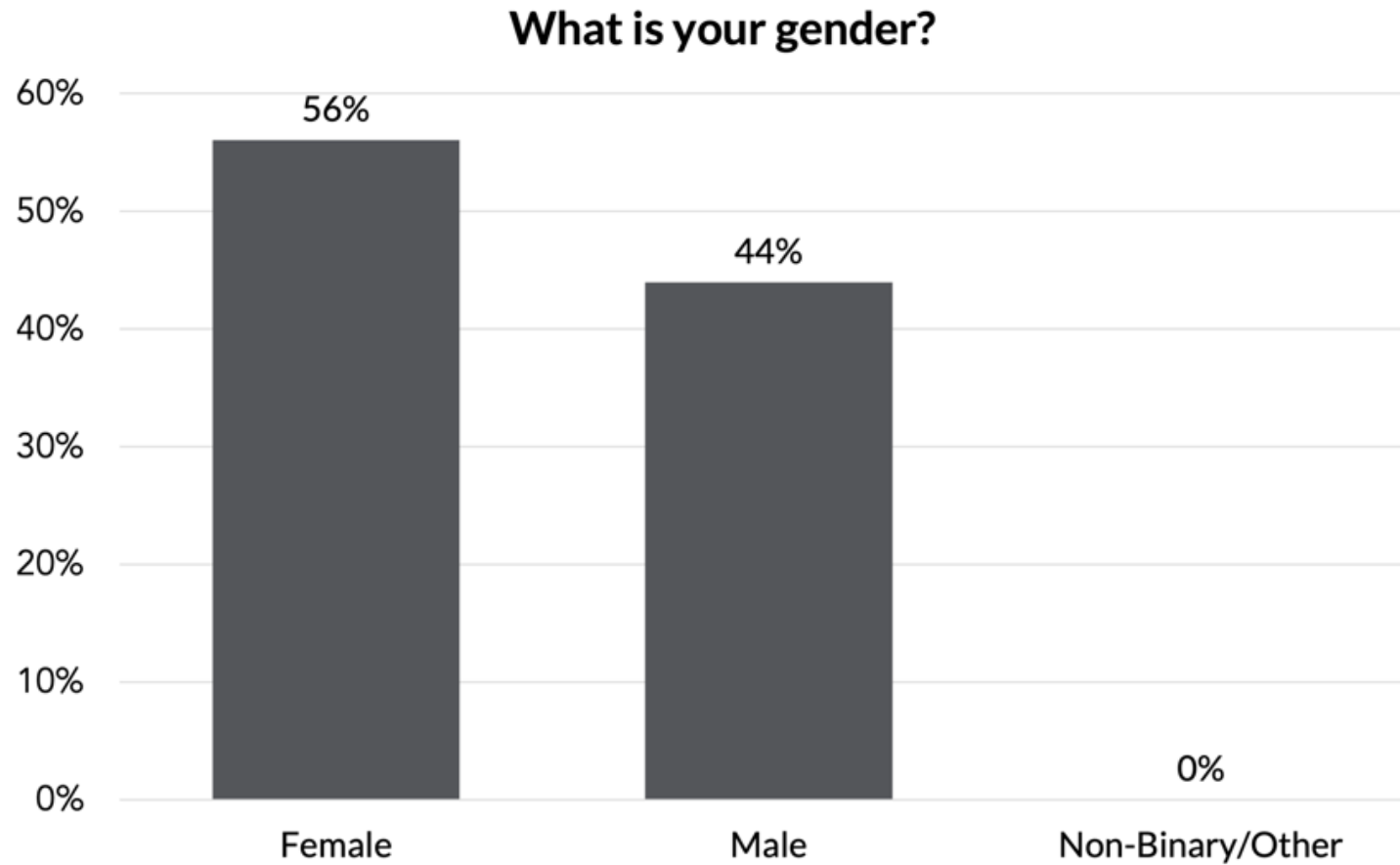
SURVEY RESPONDENTS

- High percentage of working adults.
- Nearly ¼ seniors



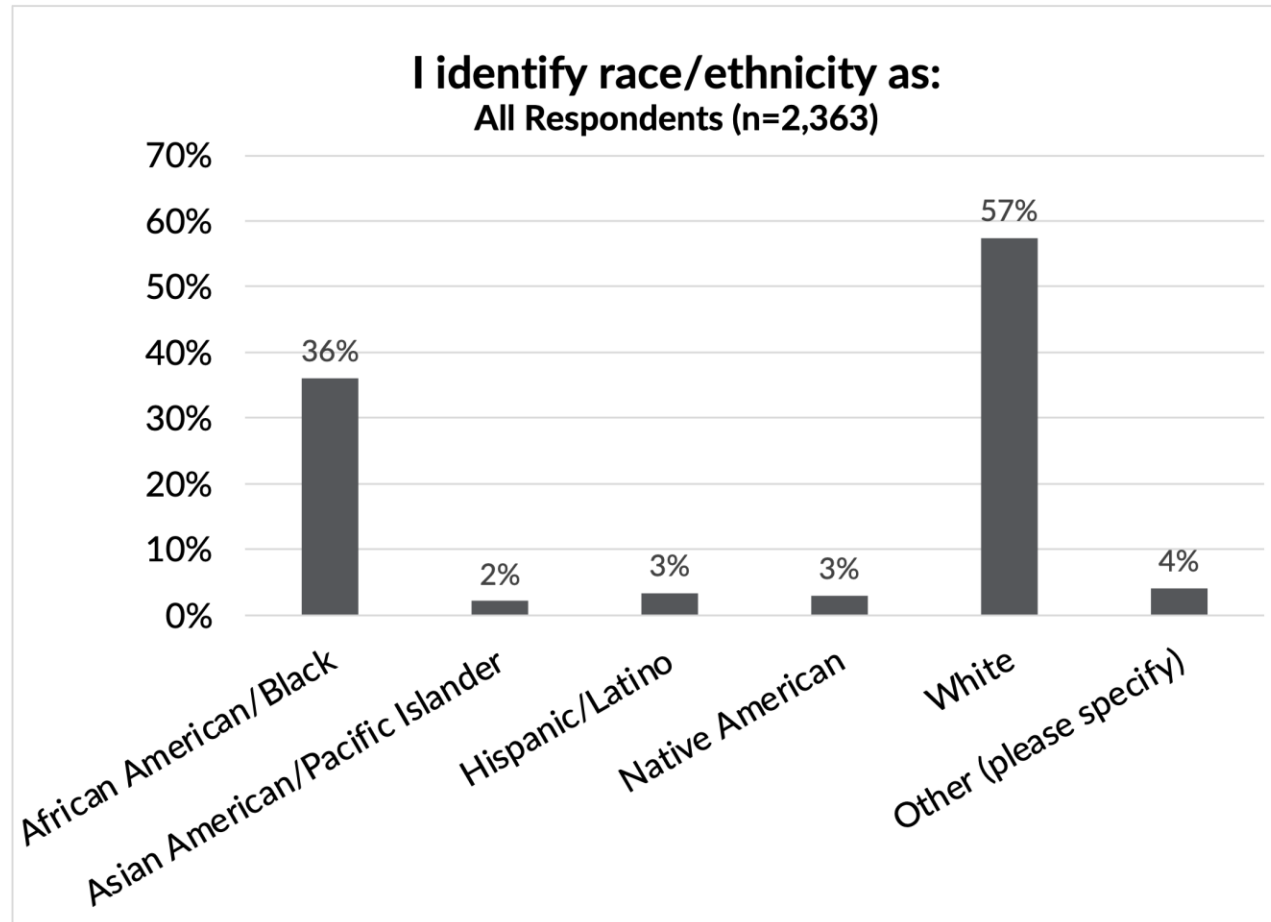
SURVEY RESPONDENTS

- Slightly over representation of women.



SURVEY RESPONDENTS

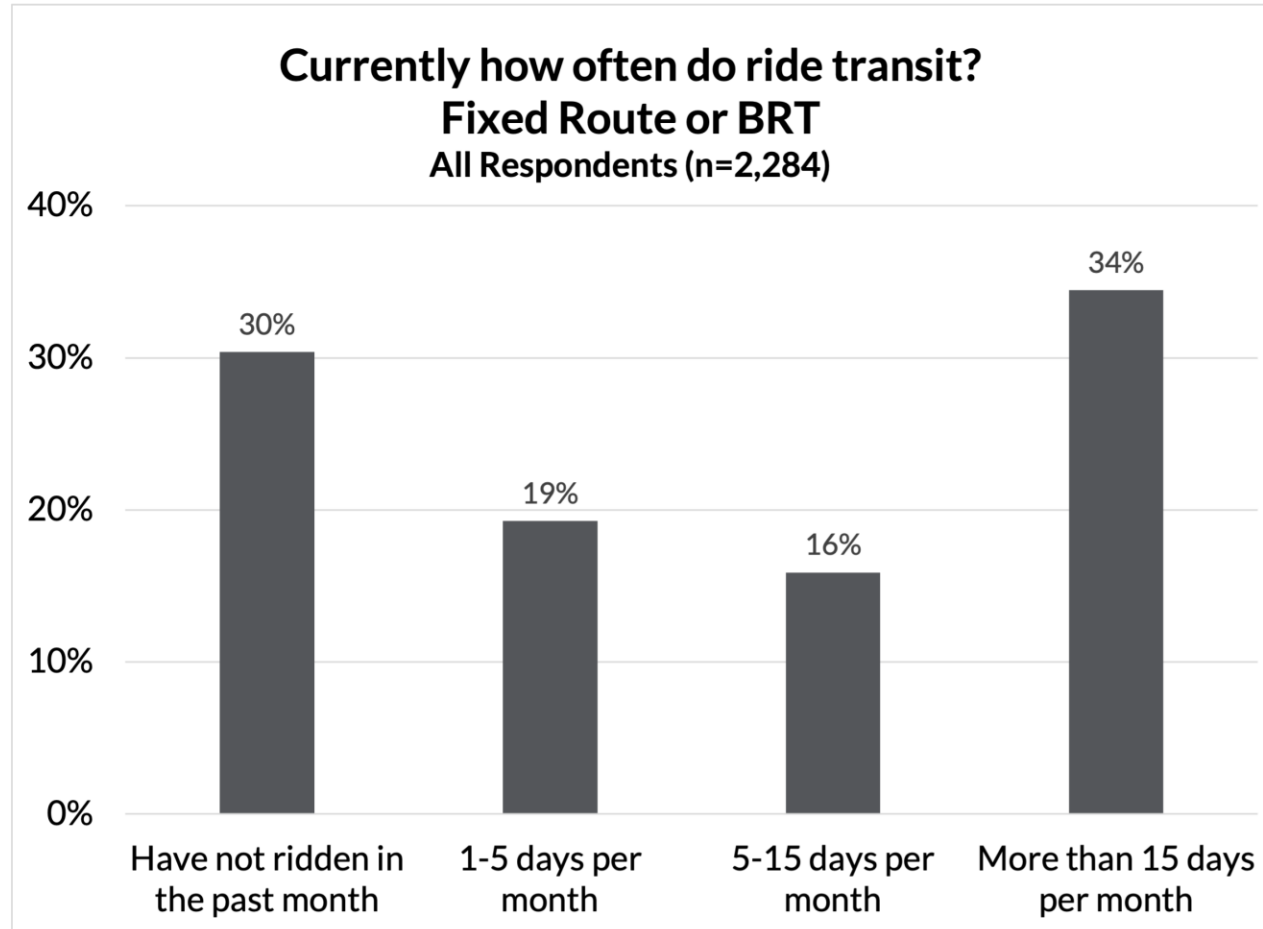
- Broadly similar to the demographics of the region.





SURVEY RESPONDENTS

- More than 70% of respondents have ridden transit in the last month.





RESPONSE TO DRAFT NETWORKS





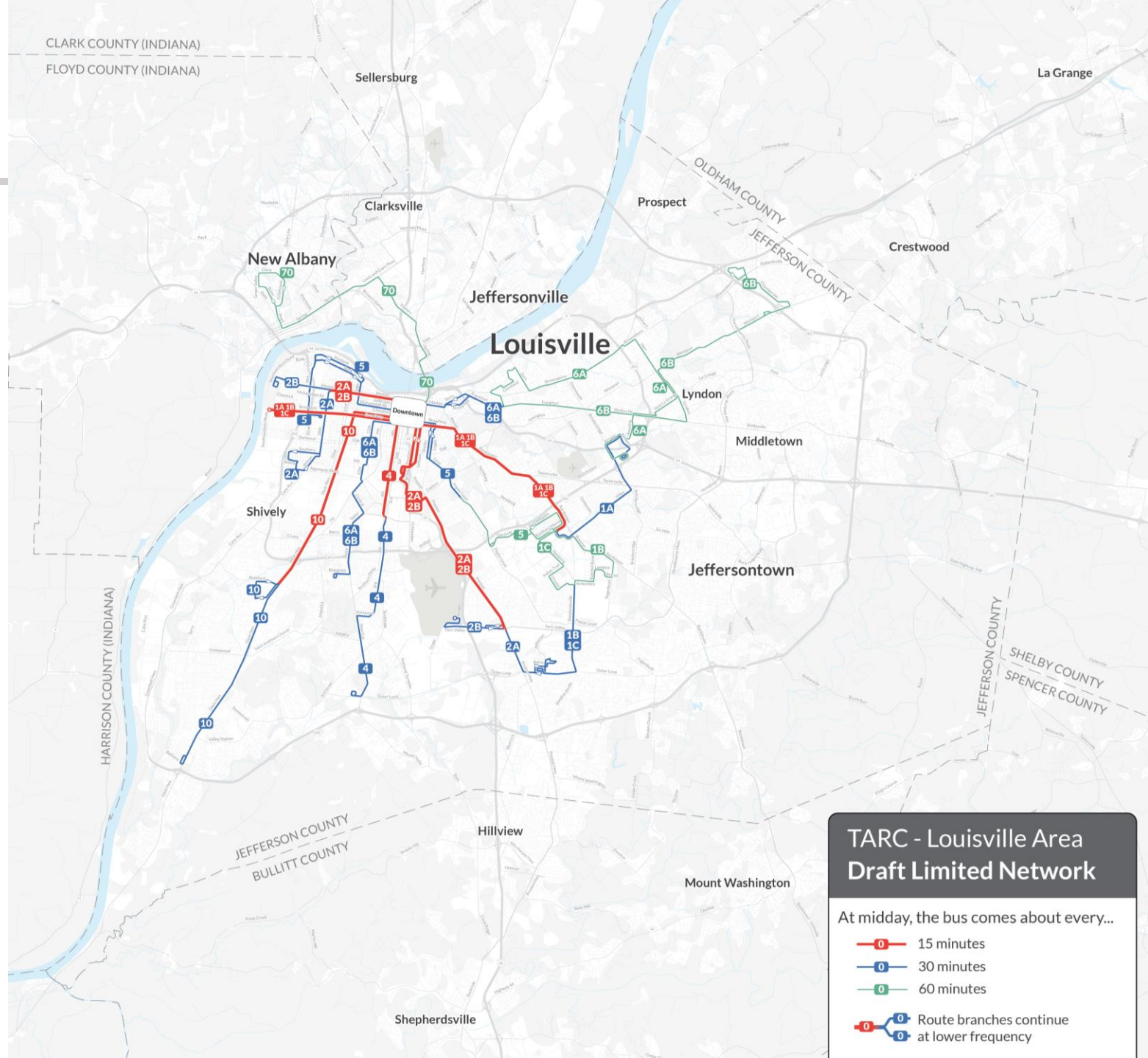
Limited Network

At midday, the bus comes about every...

- 15 minutes
- 30 minutes
- 60 minutes

Route branches continue at lower frequency

Note: This is a Draft Proposal, Not a Final Network



TARC - Louisville Area Draft Limited Network





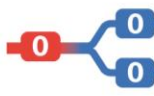
At midday, the bus comes about every...

- 15 minutes
- 30 minutes
- 60 minutes
- Route branches continue at lower frequency



Enhanced Network

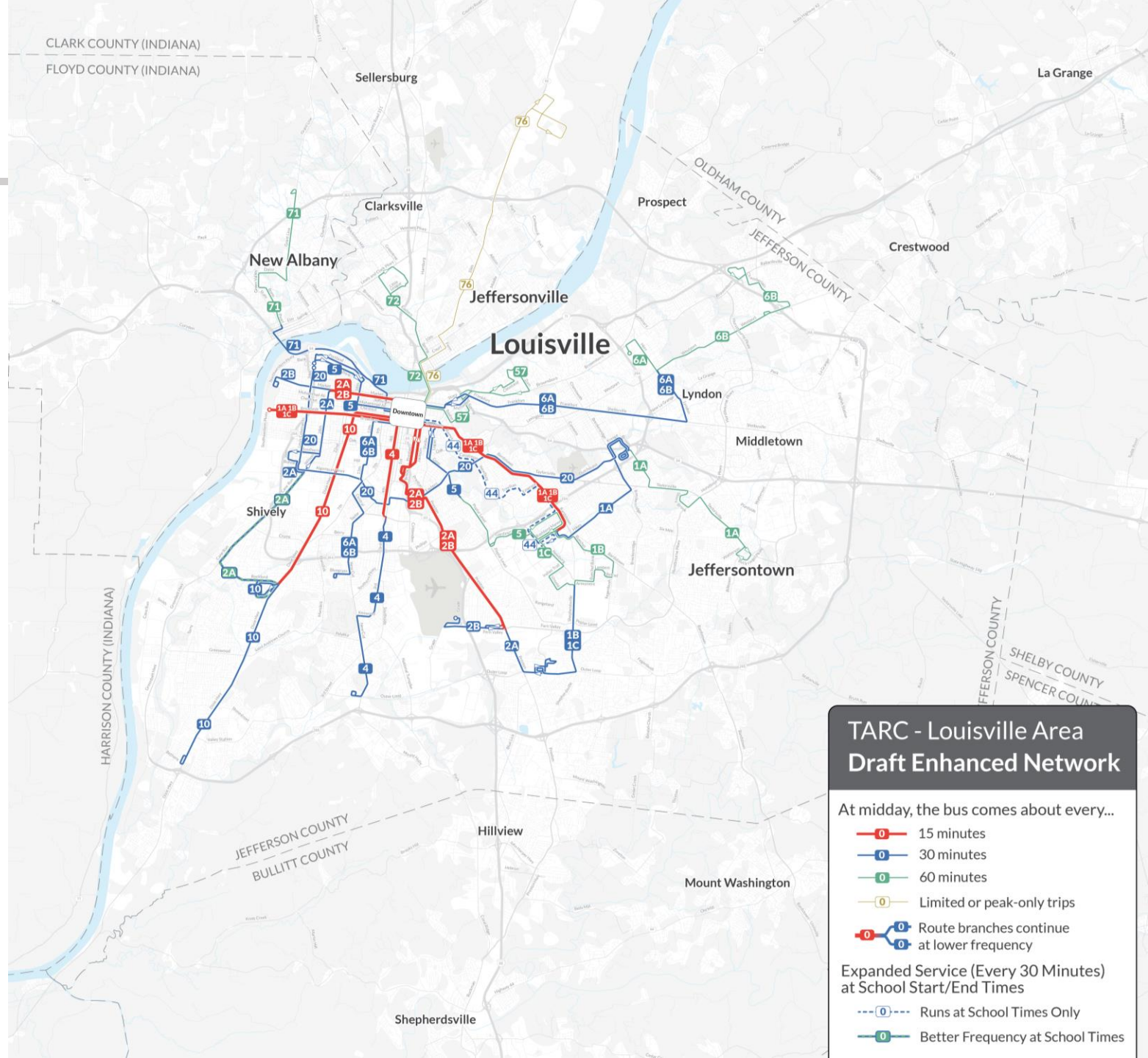
At midday, the bus comes about every...

-  15 minutes
-  30 minutes
-  60 minutes
-  Limited or peak-only trips
-  Route branches continue at lower frequency

Expanded Service (Every 30 Minutes) at School Start/End Times


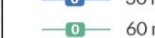


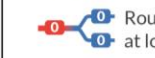
-  Runs at School Times Only
-  Better Frequency at School Times

Note: This is a Draft Proposal, Not a Final Network



TARC - Louisville Area Draft Enhanced Network

At midday, the bus comes about every...

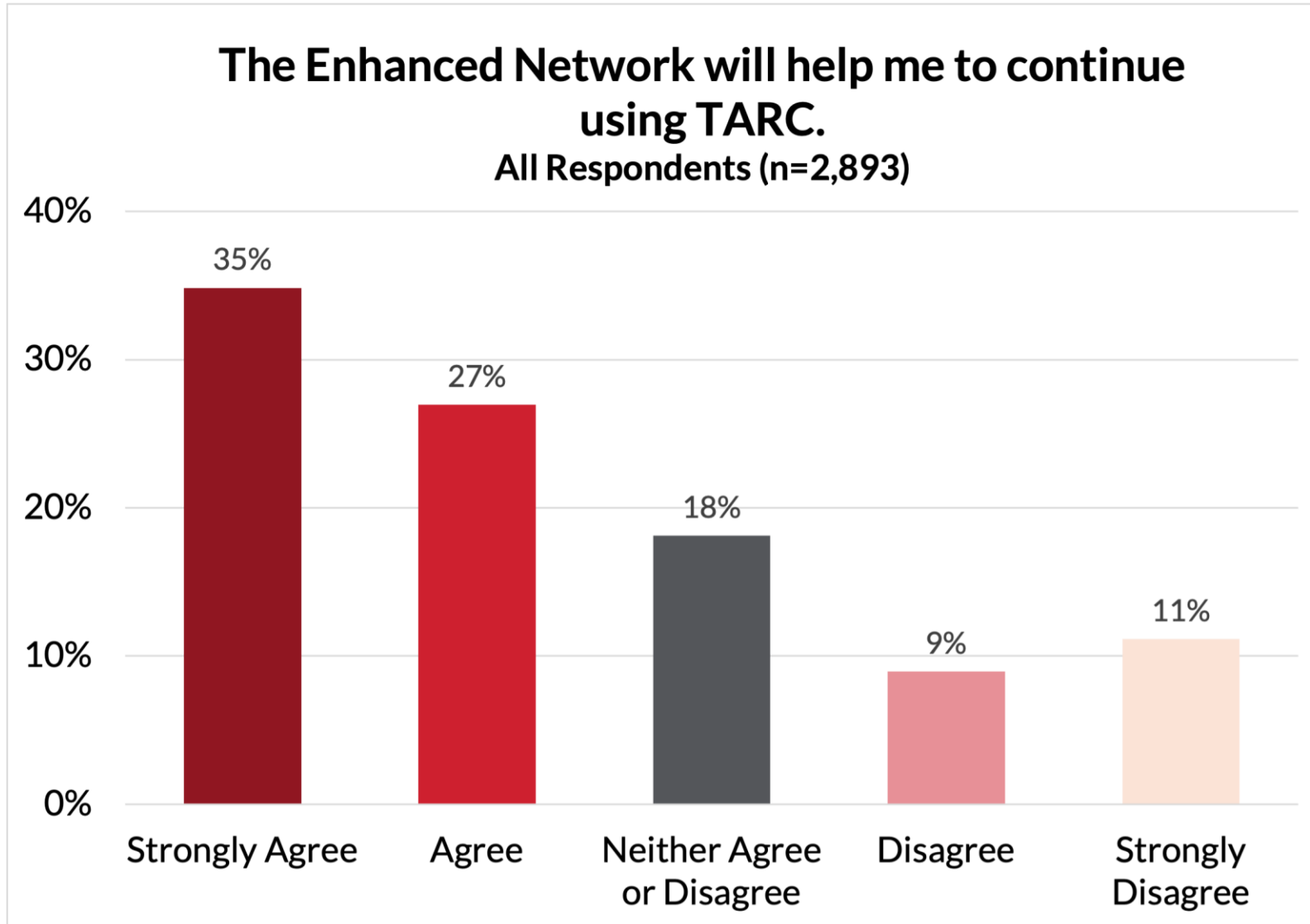
-  15 minutes
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-  60 minutes
-  Limited or peak-only trips
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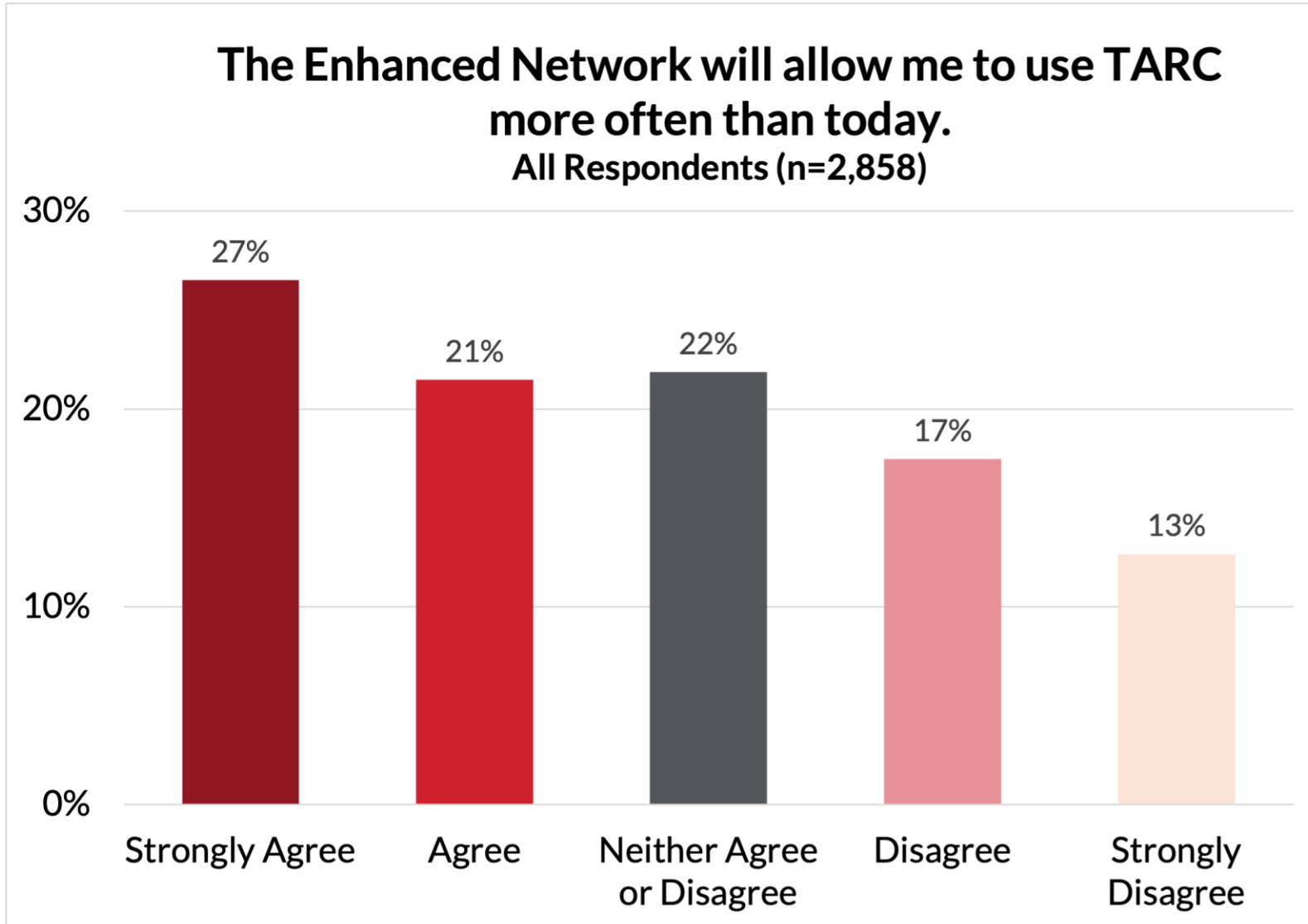


BROADLY POSITIVE RESPONSE TO ENHANCED NETWORK



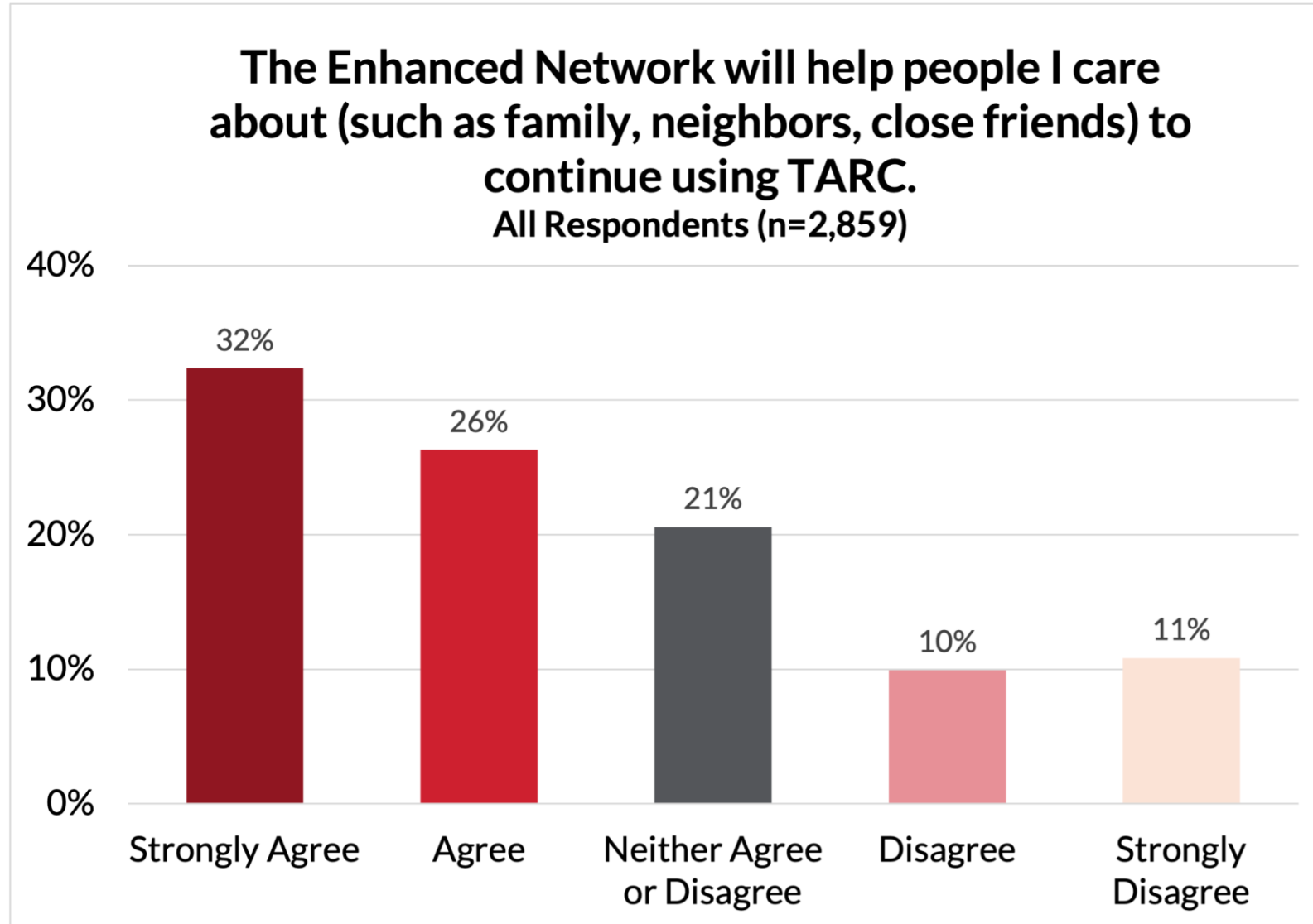


BROADLY POSITIVE RESPONSE TO ENHANCED NETWORK



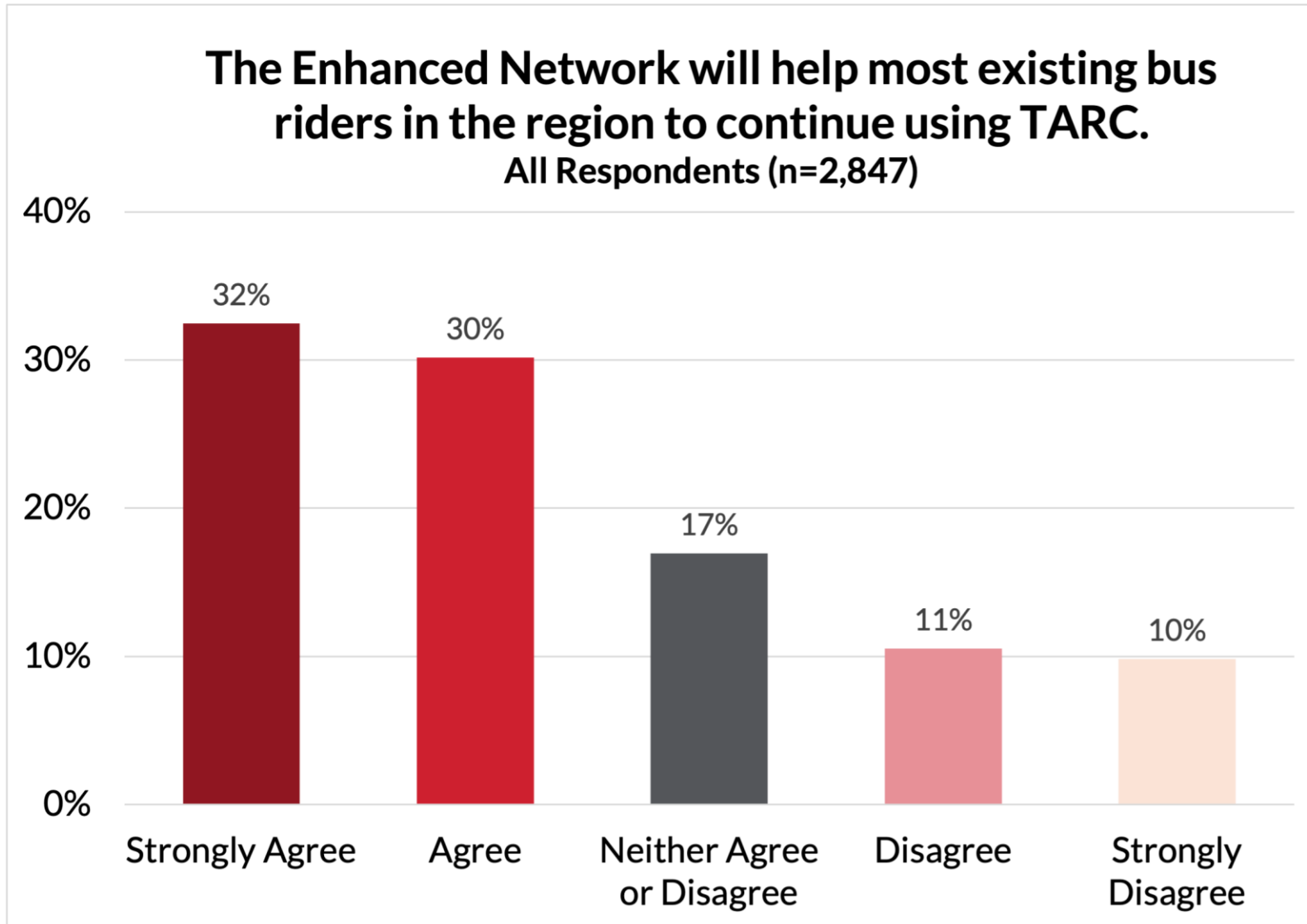


BROADLY POSITIVE RESPONSE TO ENHANCED NETWORK





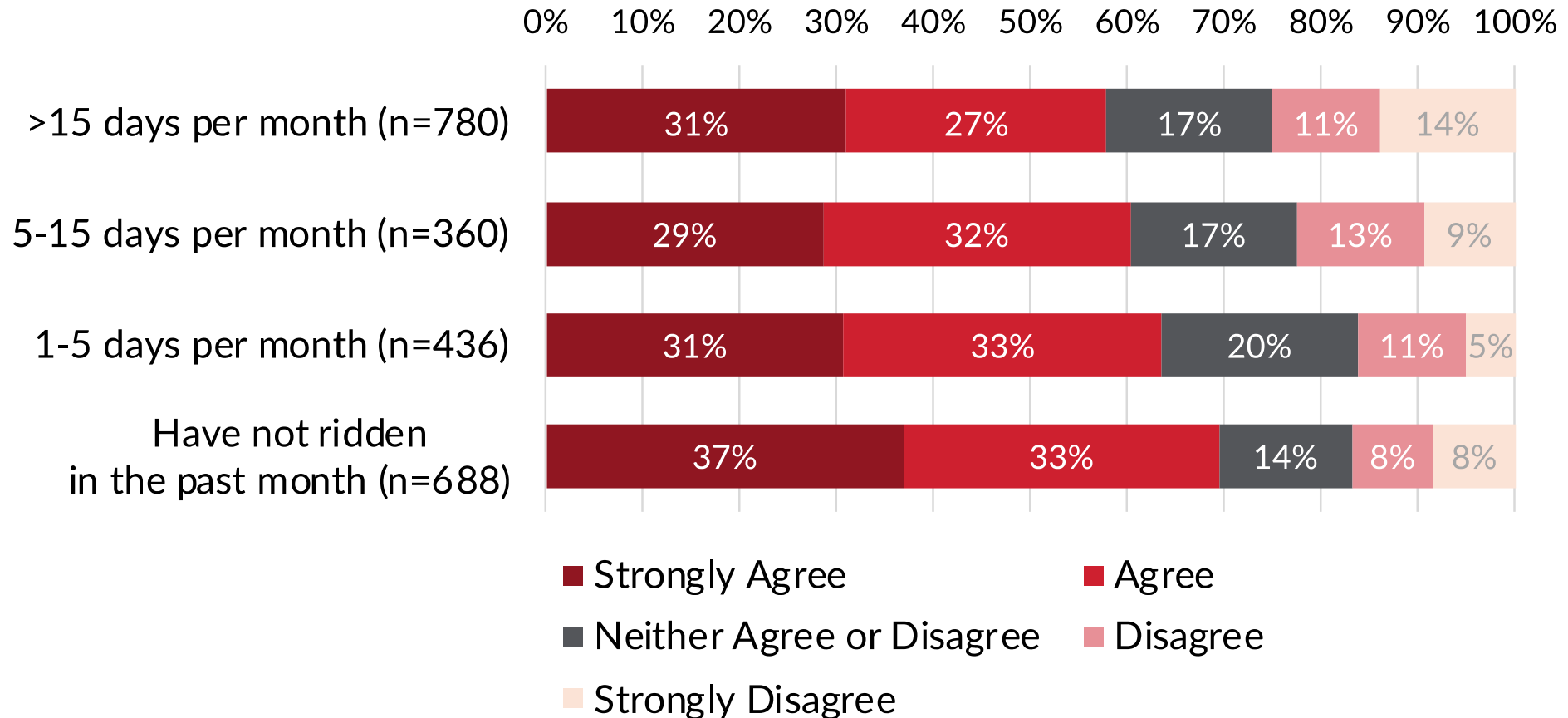
BROADLY POSITIVE RESPONSE TO ENHANCED NETWORK





NON-RIDERS ARE SLIGHTLY MORE POSITIVE THAN OTHERS

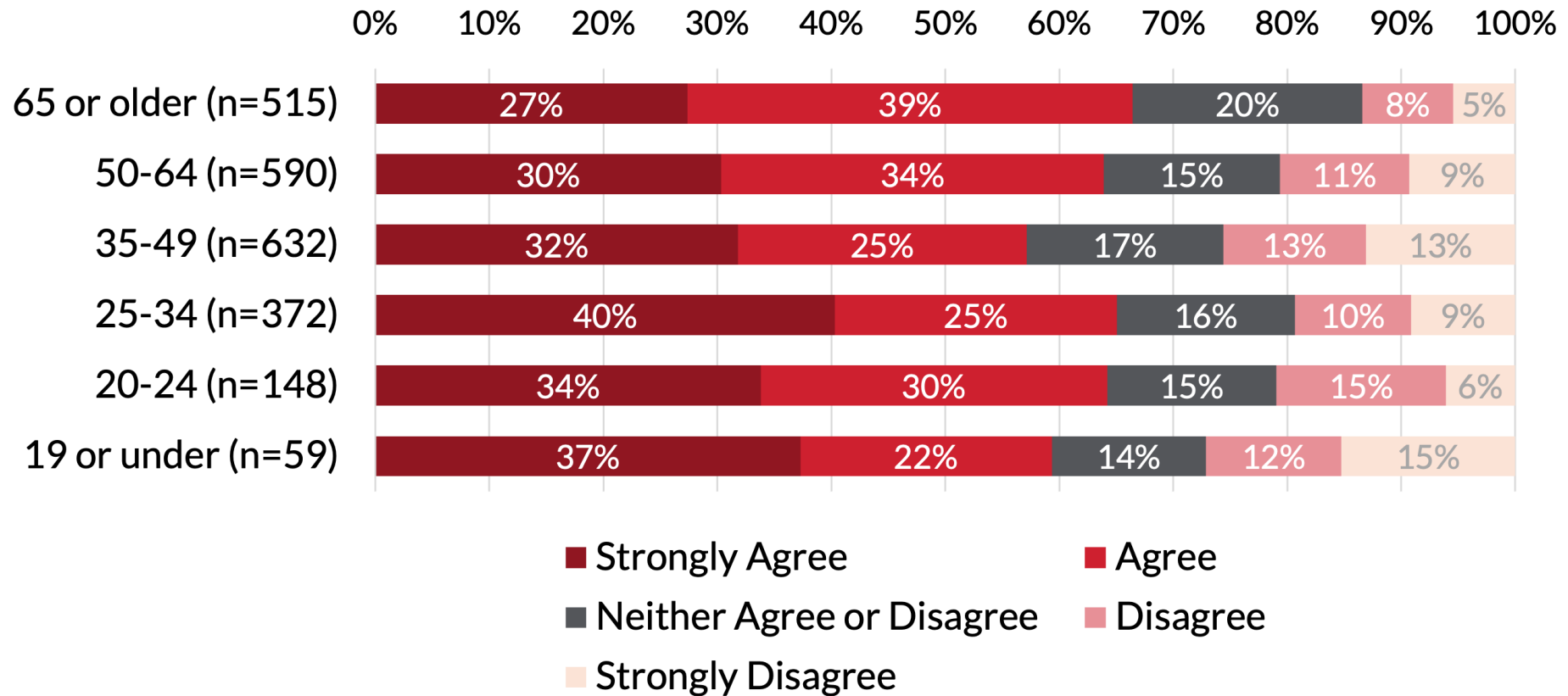
The Enhanced Network will help most existing bus riders in the region to continue using TARC. Fixed Route/BRT Riders (n=2,264)





OLDER RESPONDENTS ARE SLIGHTLY MORE POSITIVE

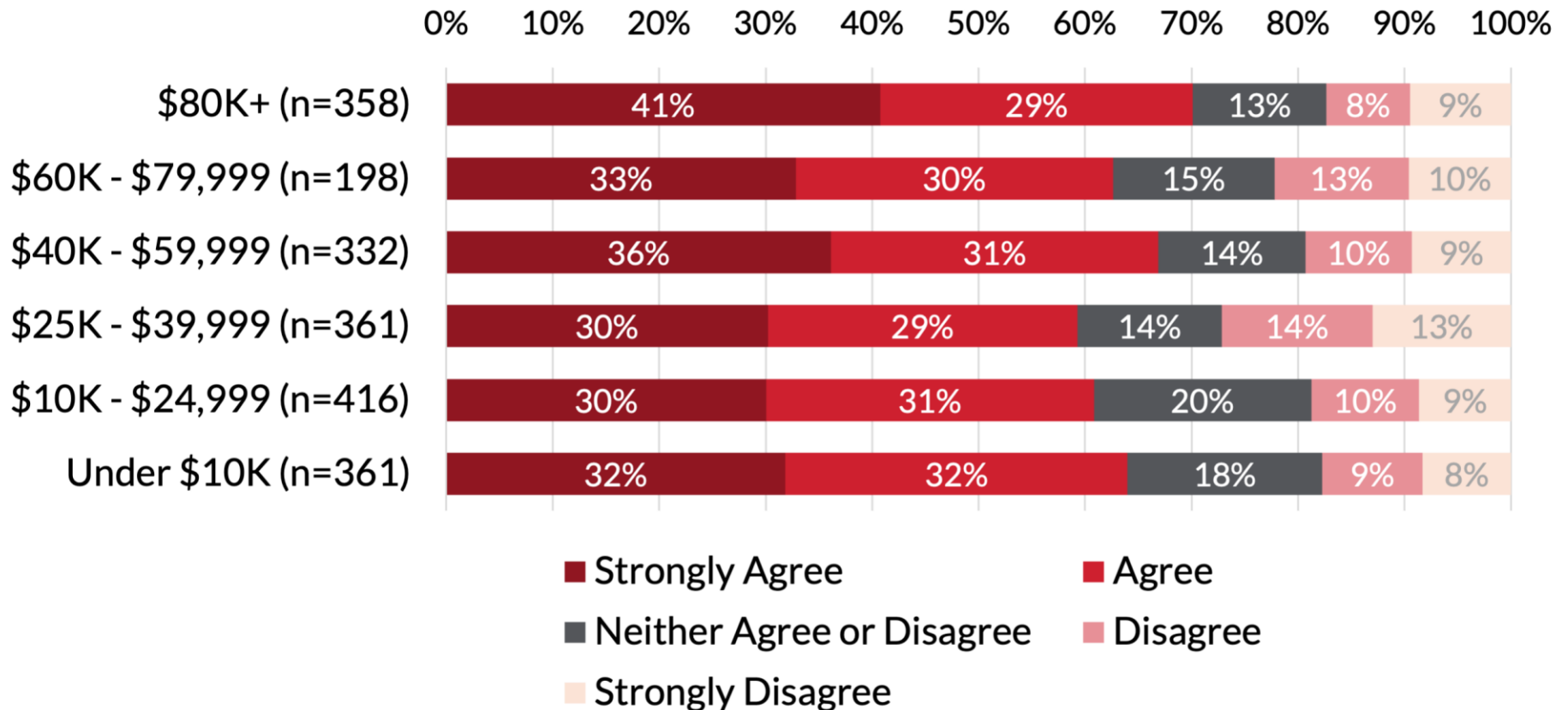
The Enhanced Network will help most existing bus riders in the region to continue using TARC. Age of Respondents (n=2,316)





HIGHER INCOME RESPONDENTS ARE SLIGHTLY MORE POSITIVE

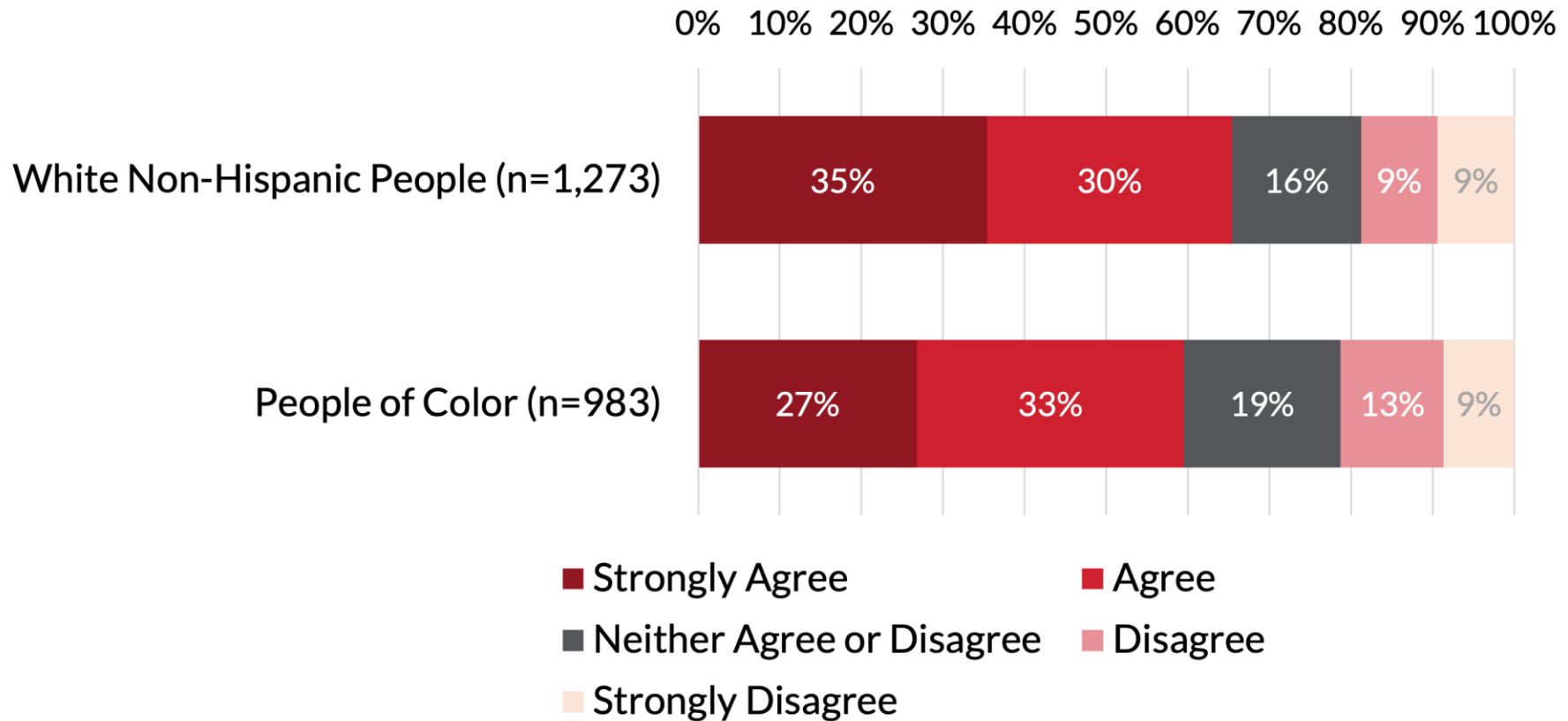
The Enhanced Network will help most existing bus riders in the region to continue using TARC. Income of Respondents (n=2,026)





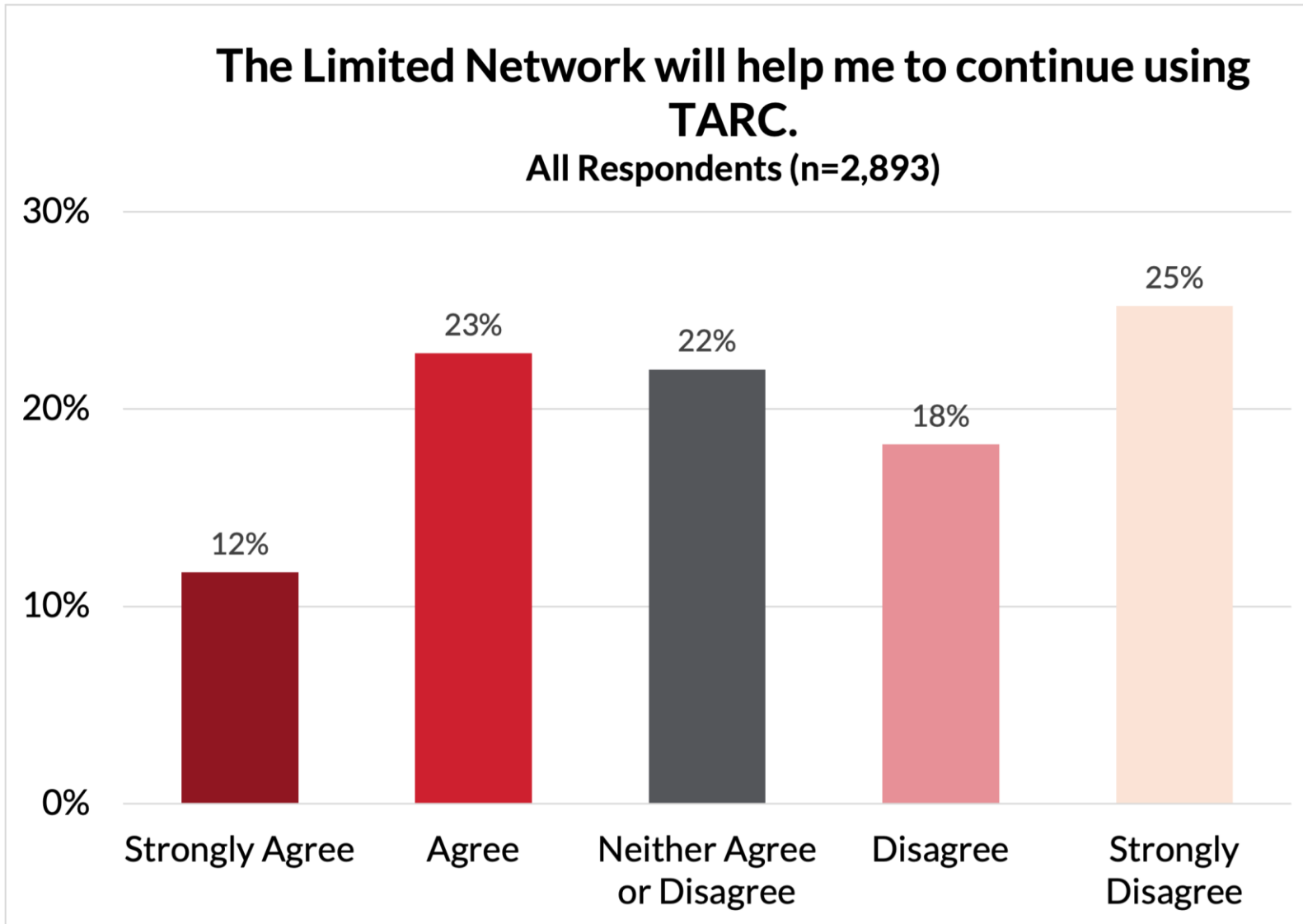
PEOPLE OF COLOR ARE SLIGHTLY MORE NEGATIVE

The Enhanced Network will help most existing bus riders in the region to continue using TARC. Race/Ethnicity of Respondents (n=2,256)



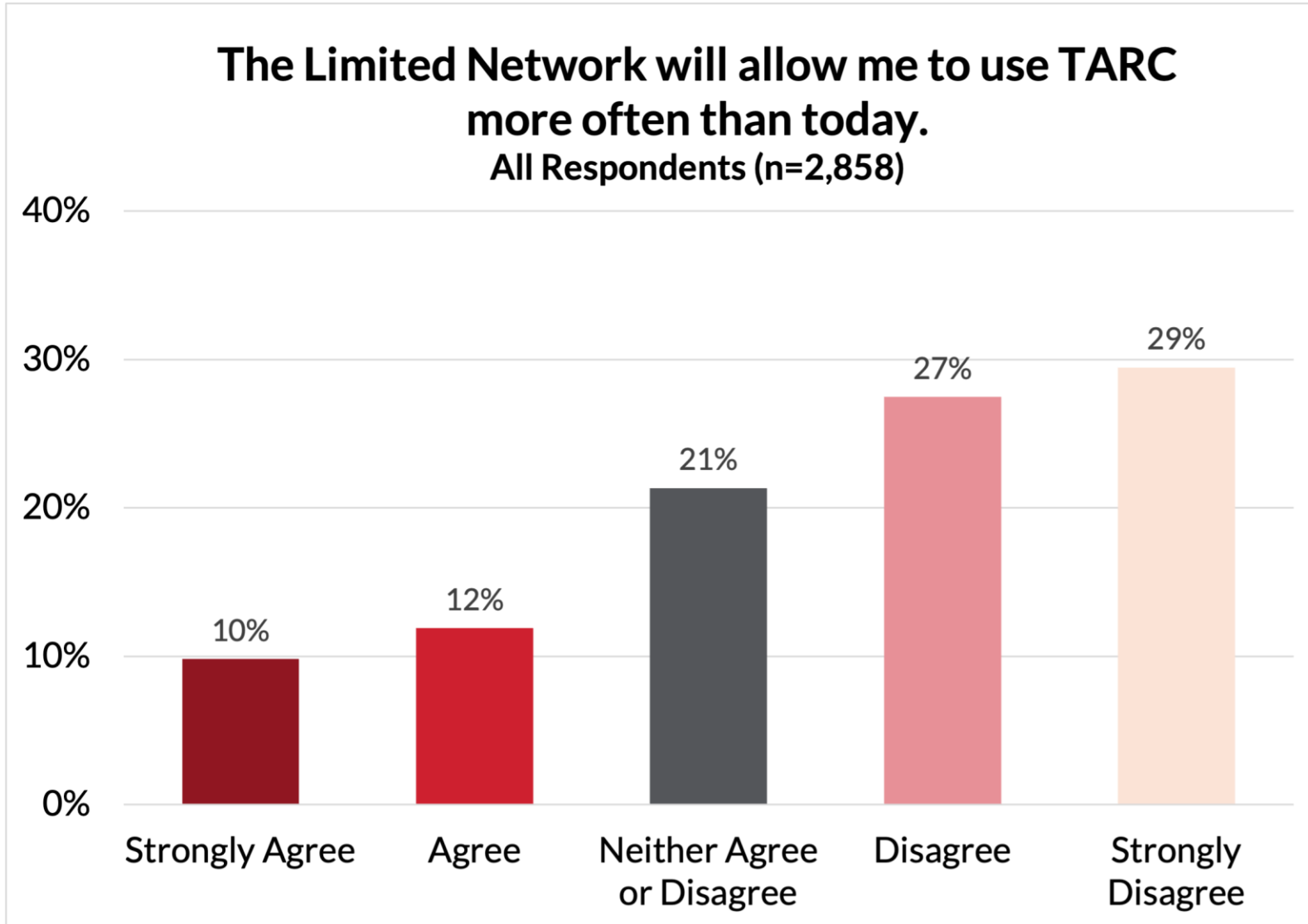


NEGATIVE RESPONSE TO LIMITED NETWORK



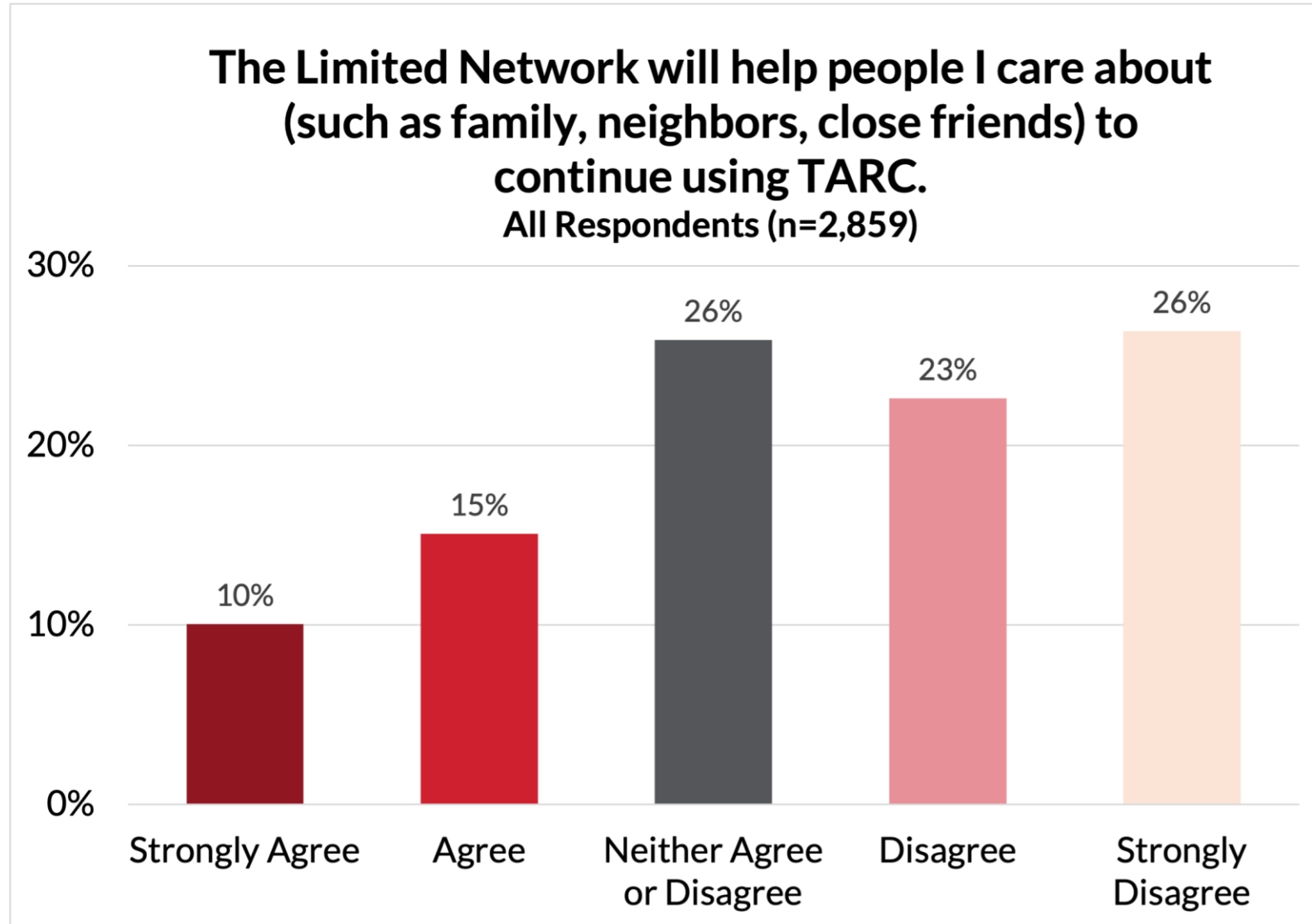


NEGATIVE RESPONSE TO LIMITED NETWORK



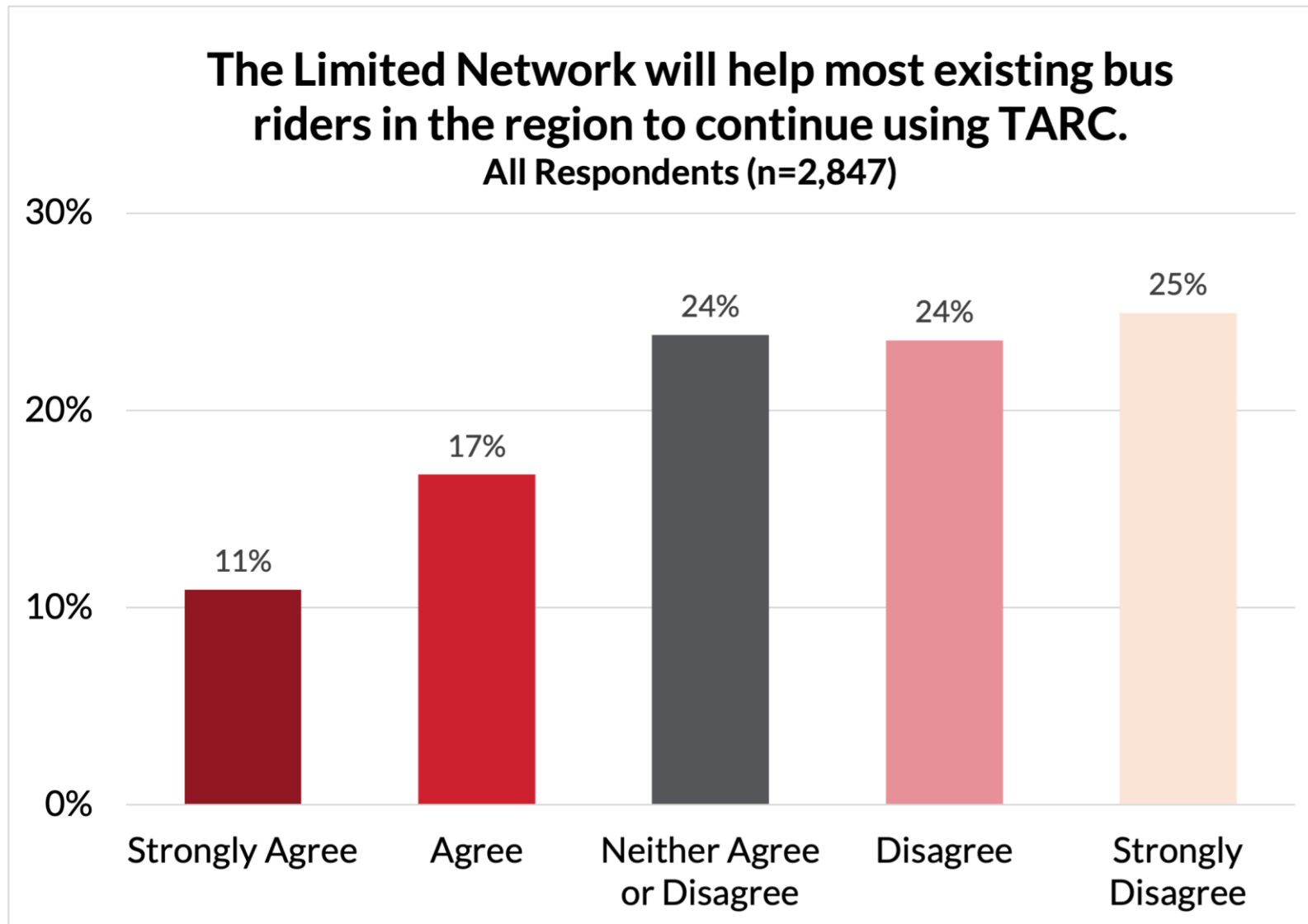


NEGATIVE RESPONSE TO LIMITED NETWORK



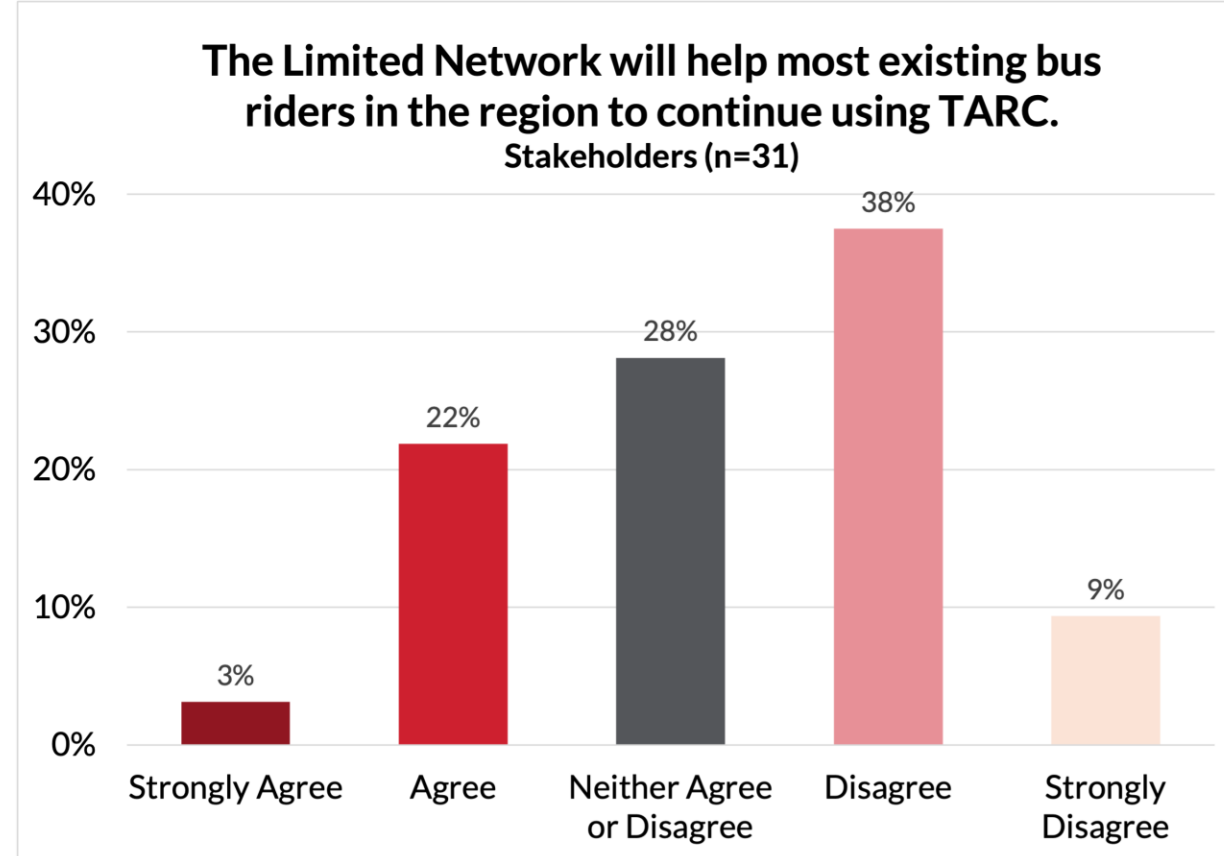
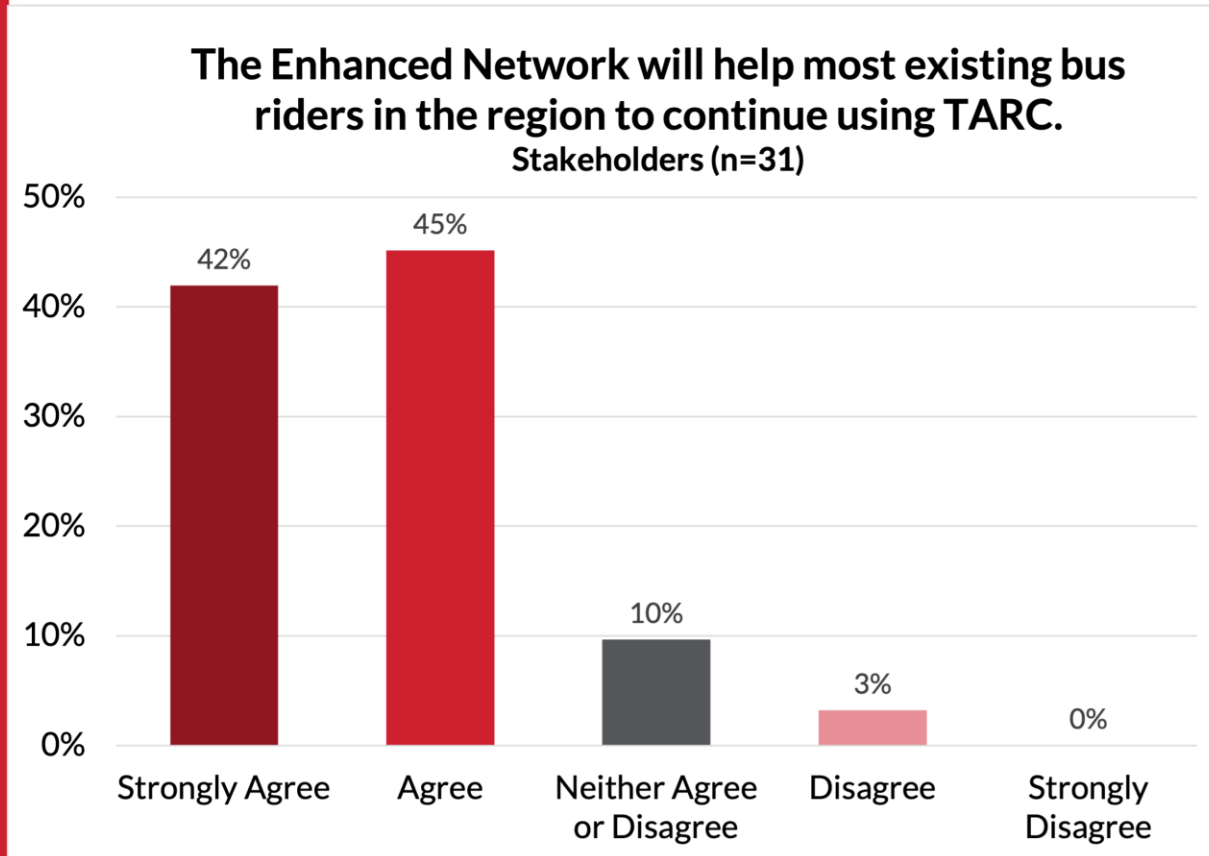


NEGATIVE RESPONSE TO LIMITED NETWORK





STAKEHOLDERS ALSO PREFER THE ENHANCED NETWORK

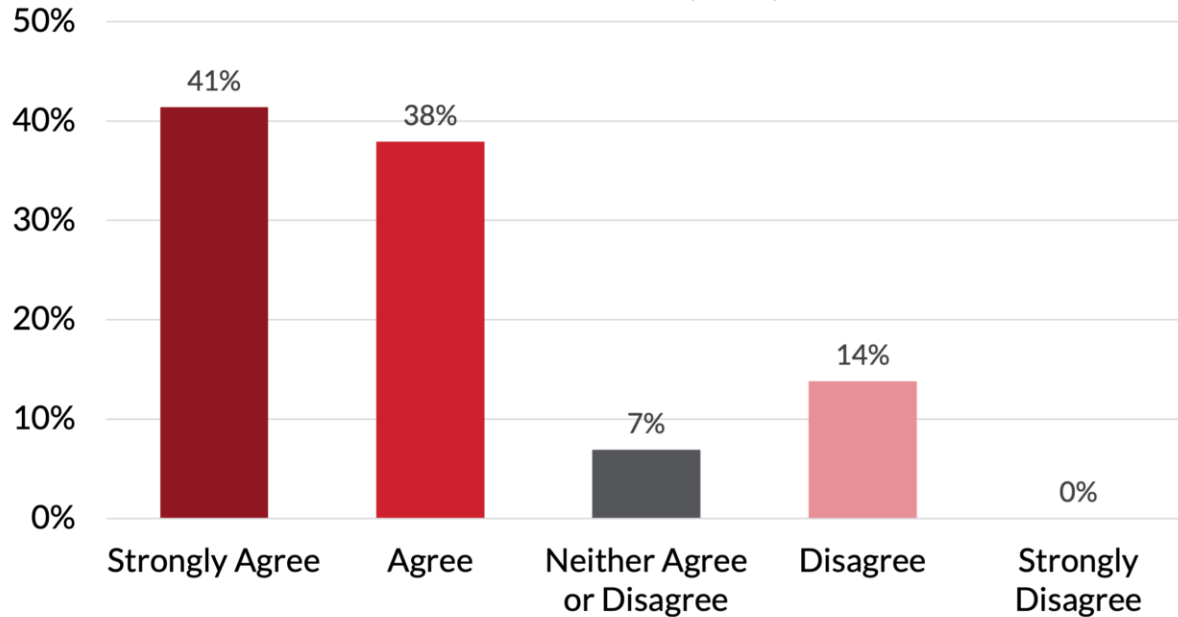




STAKEHOLDERS ALSO PREFER THE ENHANCED NETWORK

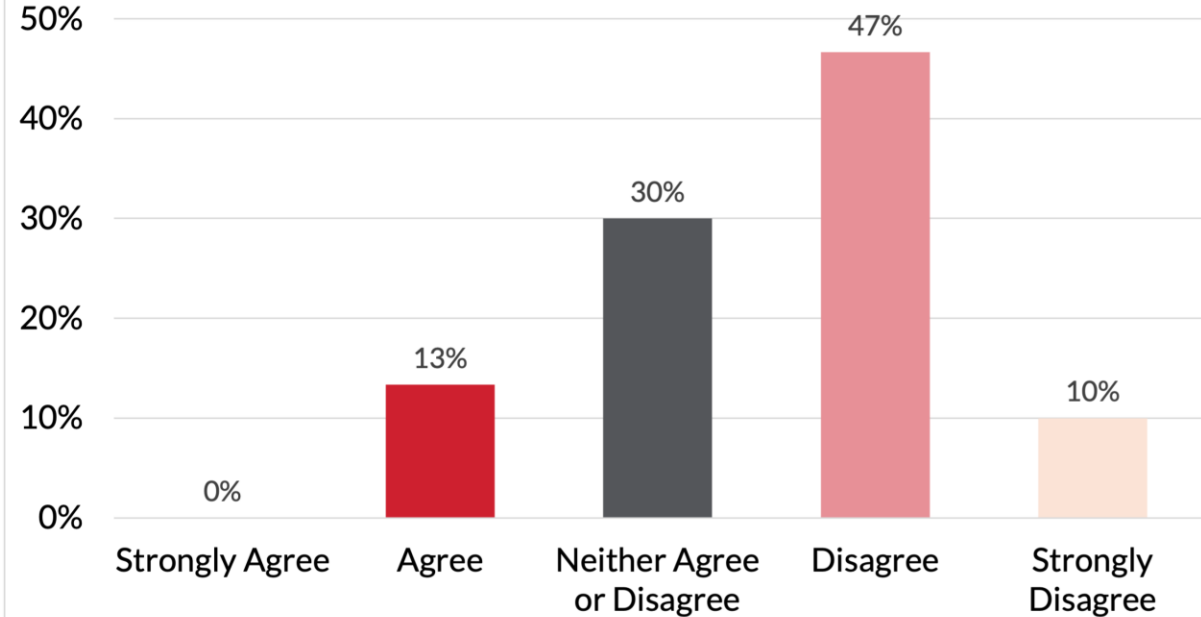
The Enhanced Network will help people I care about (such as family, neighbors, close friends) to continue using TARC.

Stakeholders (n=29)



The Limited Network will help people I care about (such as family, neighbors, close friends) to continue using TARC.

Stakeholders (n=29)





FUNDING SUPPORT

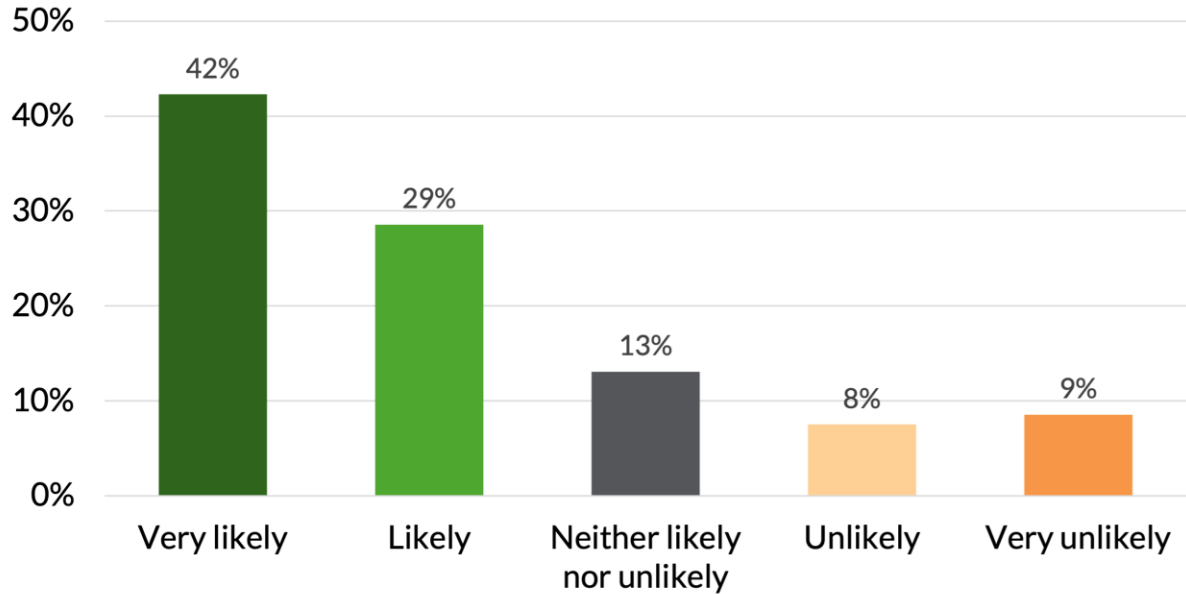




SUPPORT FOR FUNDING THE ENHANCED NETWORK

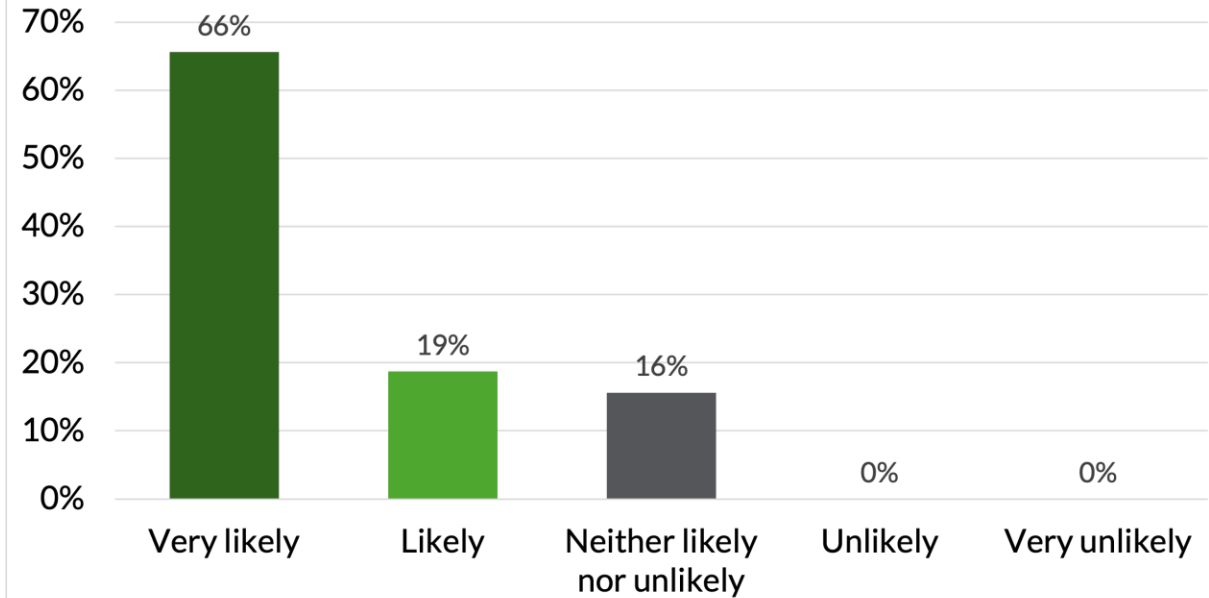
Are you likely or unlikely to support additional taxes to support transit service like in the Enhanced Network?

All Respondents (n=2,876)



Are you likely or unlikely to support additional taxes to support transit service like in the Enhanced Network?

Stakeholders (n=32)

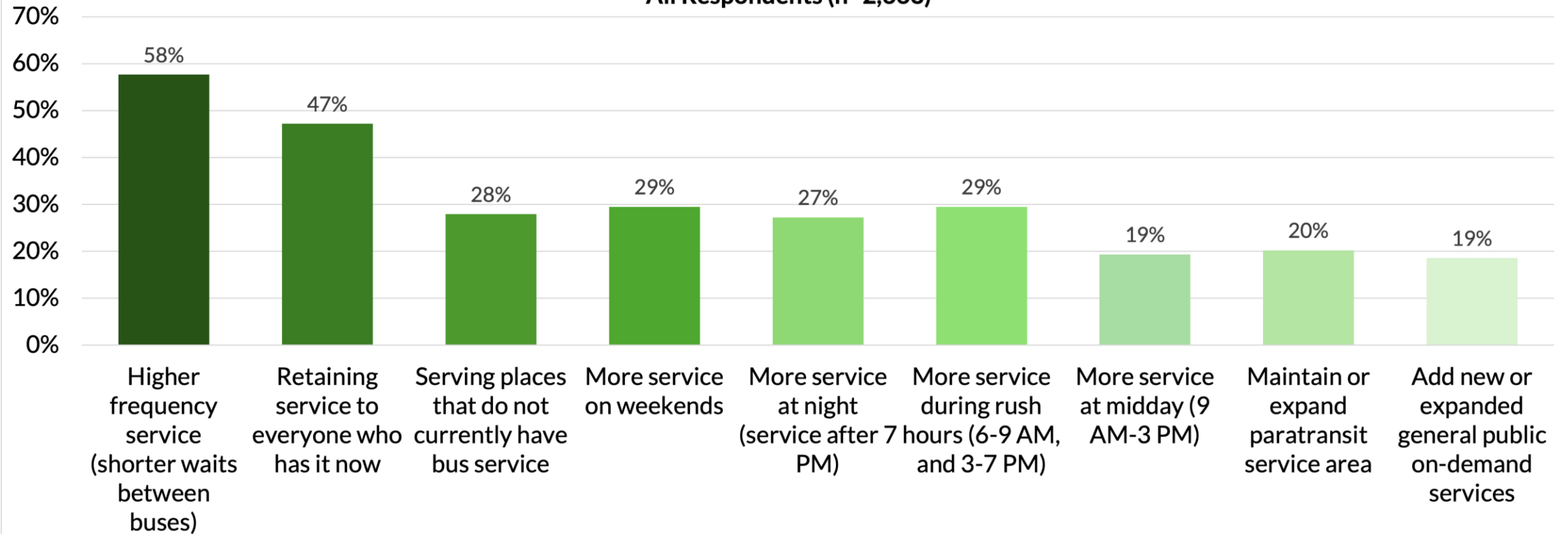




TOP PRIORITY IS ADDITIONAL FREQUENCY

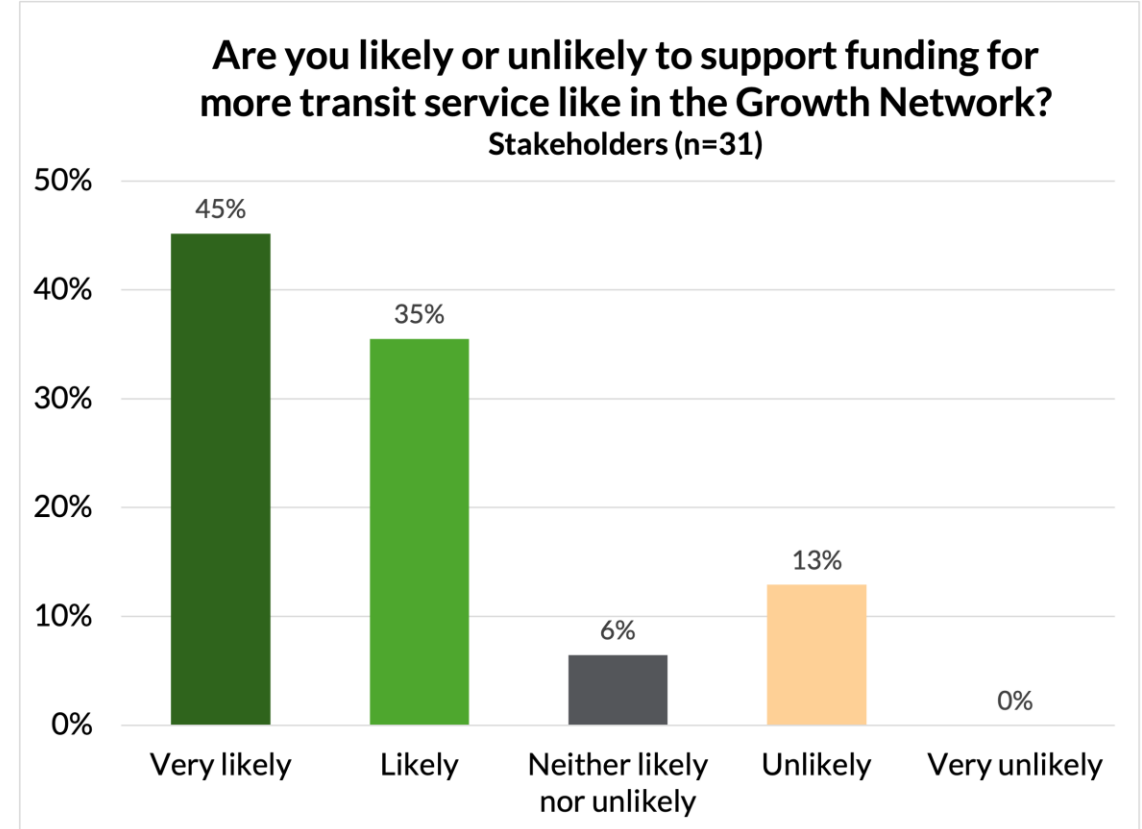
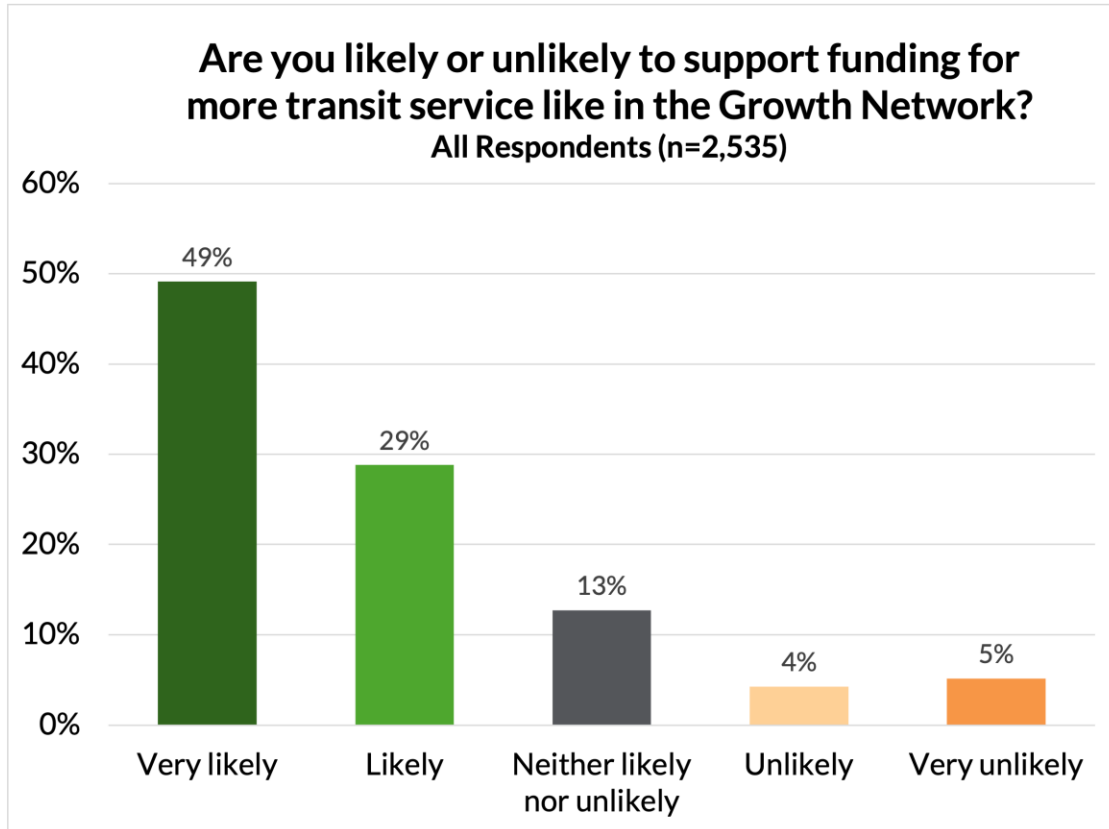
What transit features should be TARC's top priorities?

All Respondents (n=2,663)





STRONG SUPPORT FOR FUNDING THE GROWTH NETWORK



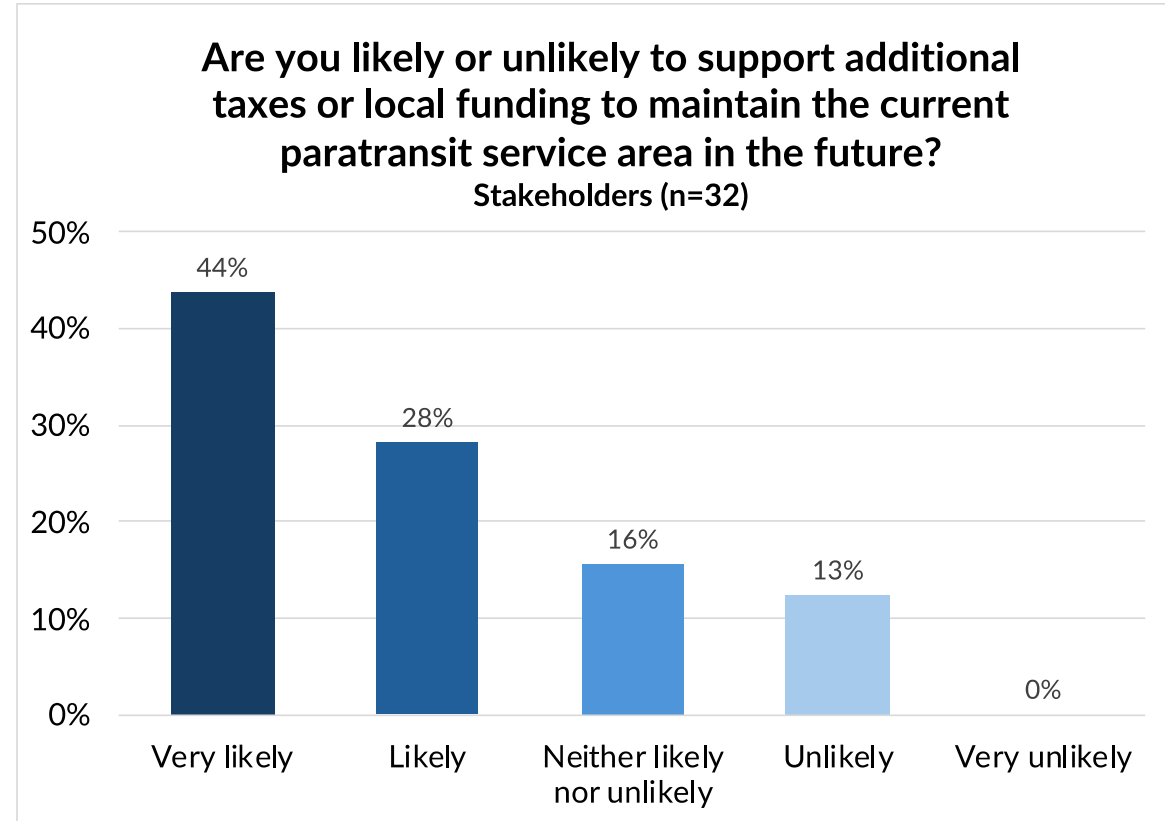
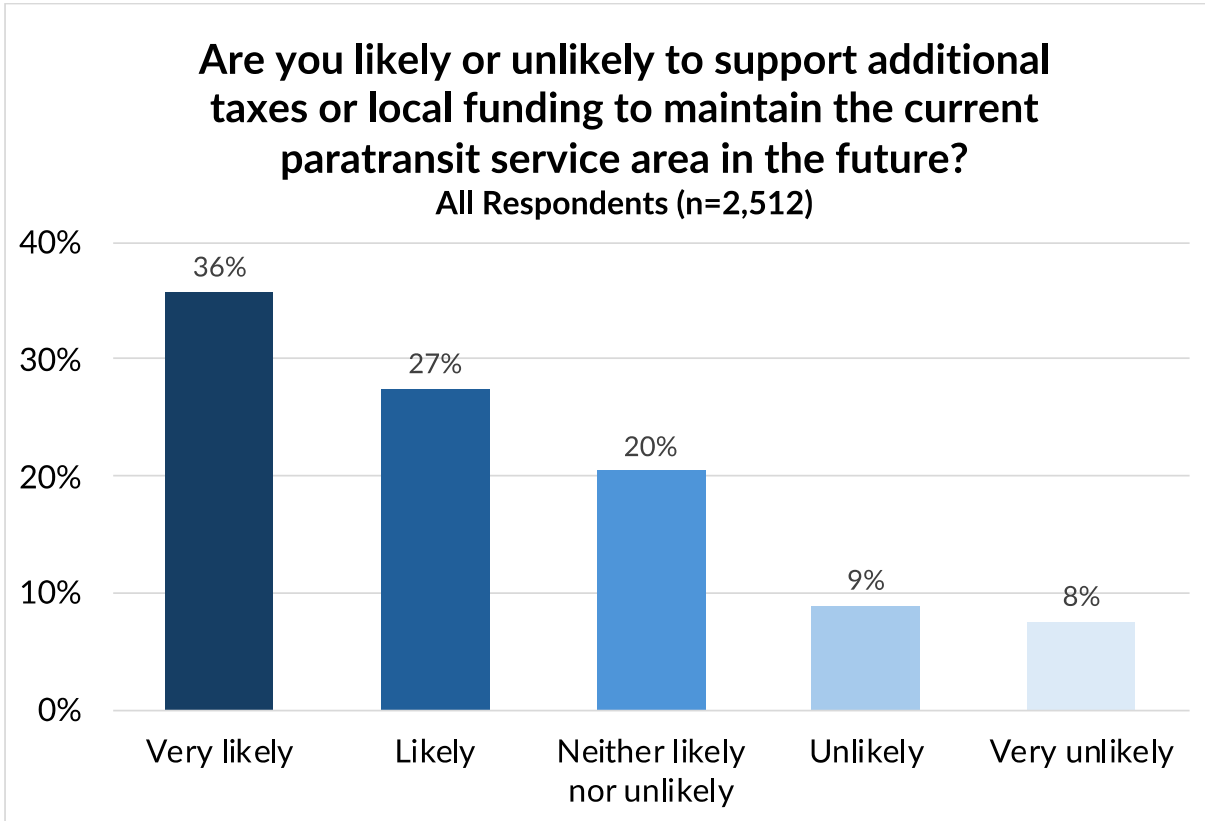


PARATRANSIT QUESTIONS



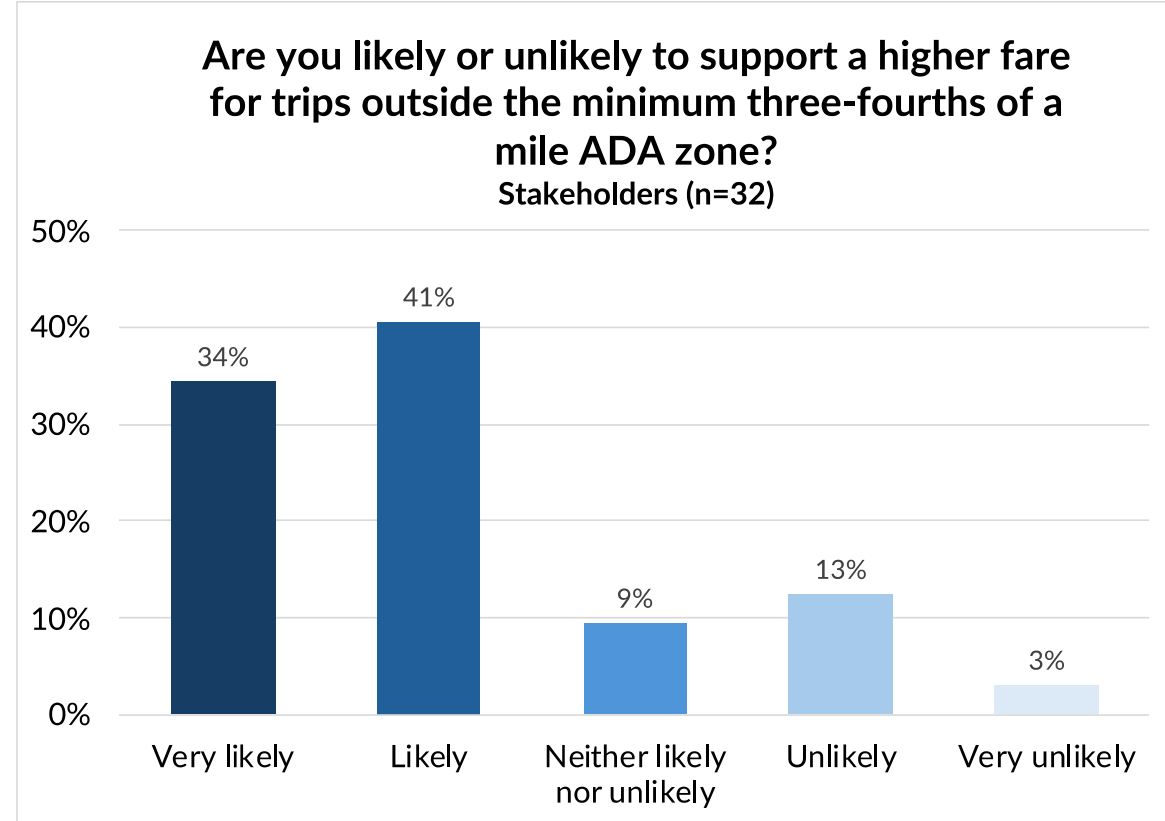
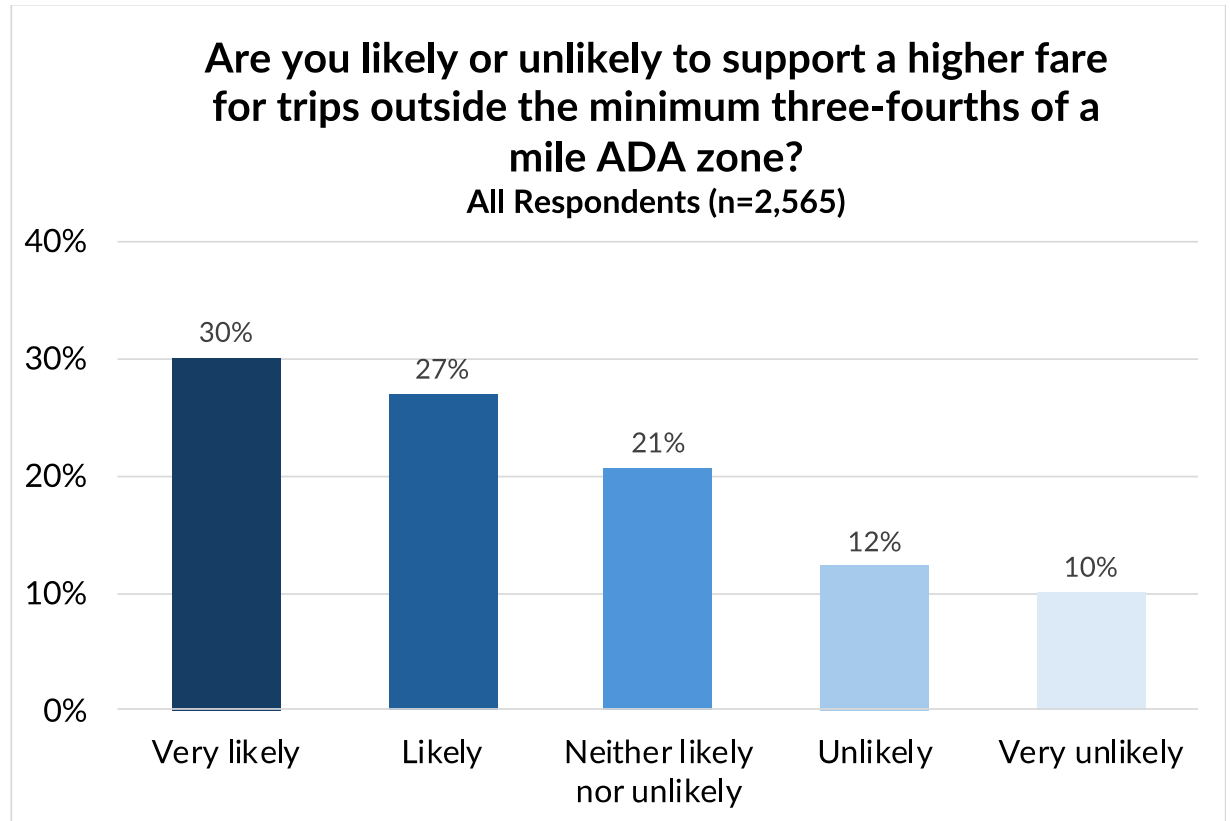


HIGH SUPPORT TO FUND PARATRANSIT SERVICE





SUPPORT TO CHARGE HIGHER PARATRANSIT FARES FOR OUT OF ZONE TRIPS





NEXT STEPS

BOARD DIRECTION

- Endorse the major elements of the Enhanced Network as the recommended Short-Term Network
 - The assumed service level
 - The 70% Ridership and 30% Coverage balance
- The project team will work through final adjustments to the Enhanced Network before final adoption in August.
- Staff needs this clarity to engage in budgeting conversations with regional partners.