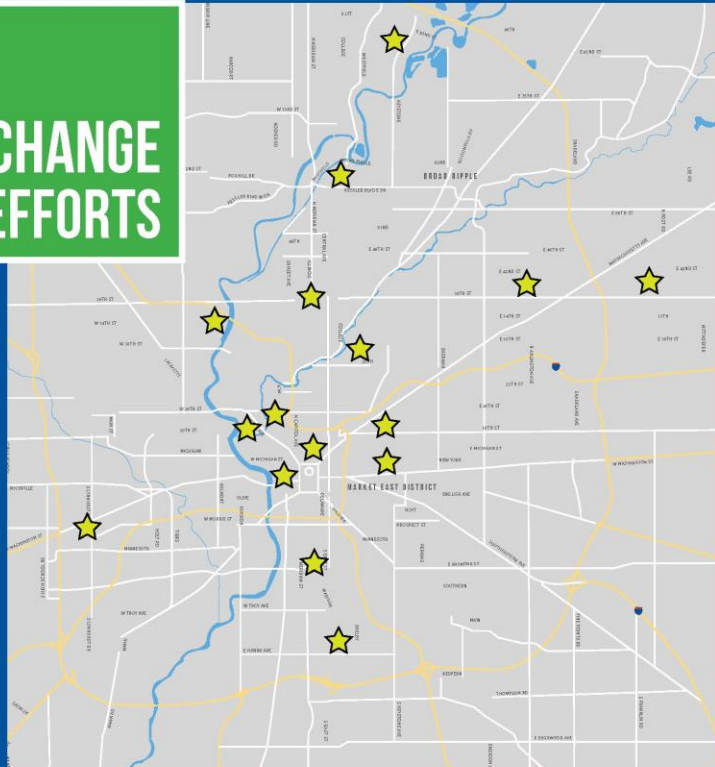


JUNE 2020 PROPOSED ROUTE CHANGE PUBLIC OUTREACH EFFORTS

IndyGo utilized its public involvement program to ensure open exchange of information and ideas between the public and transportation decision makers. This included six public meetings held throughout January and February, use of Transit Ambassador volunteers at the Carson Transit Center, and participation at 19 community held events. The map above shows a footprint of areas engaged throughout the public involvement process.



232

NUMBER OF UNIQUE COMMENTS MADE ABOUT
PROPOSED ROUTE CHANGES.



906

PEOPLE ENGAGED THROUGH ATTENDANCE AT
EVENTS, COMMENTS MADE ONLINE, BY PHONE OR AT
THE JULIA M. CARSON CENTER.

19

COMMUNITY EVENTS HELD
OR ATTENDED FOR ROUTE
CHANGE OUTREACH



@IndyGoBus



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IndyGoSM

WWW.INDYGO.NET

CUSTOMER SERVICE: 317.635.3344



Outreach Report: Route Changes effective June 2020

Summary:

The IndyGo Outreach and Community Engagement team held seven public outreach events and four internal events. Overall IndyGo attended a total of nineteen events and community groups including McANA during January and February. We also activated multiple partners including the Mayor's Neighborhood Advocates, Transit Neighbors program, and our Transit Ambassadors. IndyGo invested in Paid Media on digital and radio. IndyGo also had multiple earned media spots asking for feedback on our proposed route changes.

Topline Stats:

- 19 Community Events held or attended for route change outreach
- 906 people engaged through attendance at events, comments made online, by phone or at the Julia M. Carson Center.
- 232 number of unique comments made about proposed route changes.

Routes that have already been revised after community feedback.

Route	Revised from community feedback
19	Route 19 currently provides a connection to Community North Hospital. After reviewing public comments, IndyGo anticipates that this connection can be continued in June, but this will be confirmed when the schedule is finalized.
31	Initial proposed plan called for removing Route 31 service on Shelby St between County Line Rd and US-31. Public feedback asked to keep service on Shelby. In response, IndyGo will operate northbound and southbound service on Shelby St beginning in June for Route 31. Service will be removed instead from US-31 between Shelby St and County Line Road. Another change: Route 31 will no longer loop through Community

	South Hospital, but instead will provide inbound and outbound bus stops along County Line Rd in front of Community South Hospital
34	Previous proposed map ended Route 34 at the Pyramids, without continuing the existing direct connection to St Vincent Hospital via 86th St. This connection would have required a transfer to Route 86. Based on public feedback, IndyGo will instead keep the end of line for Route 34 at St Vincent Hospital.
37	Previous proposed maps showed a change to Route 37 routing along Zionsville Rd. The previous proposal moved service to Woodland Drive between 79th St and 74th St. Based on public feedback, IndyGo will keep service along Zionsville Rd instead, to match how service currently operates in that area.
5	IndyGo adjusted the initial Marion County Transit Plan map to keep route 5 at the request of the Martindale Brightwood community. The outcome, which was agreed to by the community, was to continue to provide Route 5 service along AJ Brown, 25th St, and Sherman Dr, but provide a transfer to the Red Line instead of serving the Carson Transit Center. Access to the Transit Center will be provided via this transfer.
2	Service can be provided from 38 th St to 34 th St via Sutherland. This will provide service to the intersection of Sutherland and 34 th St, within closer walking distance of the service removal proposed for Sutherland south of 34 th St. (Final routing between 34 th St and 38 th St for outbound trips is still being determined) <i>Note: The section of Sutherland south of 34th St would still not be served, but this alignment change will bring service within closer walking distance of those customers. This matches the proposal by the Transit Ambassador who spoke at the public hearing.</i>
24	Continuing to serve Mann Road instead of removing service to Mann Rd
30	Adjust western end of the line to reach 46 th Street, using Inland Dr for the turnaround instead of Shore Terrace.
10	On the west side, take all trips to Raceway Rd instead of Country Club Rd.

Major Community Comments & Suggestions from Outreach:

Major Concerns	IndyGo's Response
Access to transfers and need for access to YMCA on Lafayette Rd. for Veterans Programming.	IndyGo is committed to implementing the Marion County Transit Plan before adding any additional service to new areas. IndyGo has reviewed this location in the past and unfortunately has no plans at this time to provide service to that location. It could be considered in the future.

Removal of service between Post Rd. and Mitthoeffer Rd.	The majority of the boardings and alightings along 38th St between Post Rd and Mitthoeffer Rd are within walking distance of 38th & Post and 38th & Mitthoeffer. There are approximately 4 boardings per day at each of the stops at 38th St & Parliament Ln, at the Eskenazi health center, these will now be about a ¼ mile from the new stops.
Concerns with changes to Route 55 skipping housing and job locations.	Route 55 is being realigned between Emerson Ave and Kitley Ave to provide more direct and efficient service, which is a key goal of the Marion County Transit Plan. Existing boardings are very low along University Ave, Audubon Rd, and Beechwood Ave. These streets will be within approximately 1/4 mile of Route 8 (15-minute frequency) and the new Route 55 alignment.
Frequency of Service and Gaps along the Southside.	While many of the southside routes are shown as 60-minute frequency, IndyGo will continue to provide 30-minute service during peak AM and PM rush periods. This will match the schedule that is currently provided. IndyGo is planning to increase frequency on Route 12 and Route 13, which will both operate at 30-minute frequency every day of the week. Except for a few streets where service removals are proposed (portions of Keystone, Prospect, and Raymond), IndyGo will still be serving the same areas on the southside that are currently served.
Changes of routes 18/28 and access to Butler Tarkington and Downtown	<p>Removal of Route 18 will impact service frequency between Butler Tarkington and downtown Indianapolis.</p> <p>Route 28 will not terminate at Meridian and 30th St but will instead travel east on 29th St (westbound on 30th St) and will use Central Ave, Fort Wayne Ave, and Alabama/Delaware St to provide direct downtown access to the Carson Transit Center.</p>
Removal of service to Newfields on 38th St.	Ridership along the W. 38th St portion of existing Route 38 does not support the level of service that is currently provided. Newfields IMA will continue to be served by Route 34. IndyGo leadership also met with Newfields representatives to discuss transit options in the future.
Removal/change of Route 89 & sidewalk connectivity in the area.	While there is sidewalk along some portions of 42nd Street between Post Rd and Mitthoeffer Rd. IndyGo is actively working with the City of Indianapolis to improve sidewalk connectivity along bus routes, including 42nd Street. IndyGo also now has dedicated annual funding for implementing bus stop infrastructure improvements, including adding sidewalks near bus stops.

<p>Safety of Stops at 42nd & Post.</p>	<p>IndyGo is committed to working with the community to improve infrastructure including sidewalks and lighting as part of the 42nd St Purple Line station construction at 42nd St. & Post Road. 42nd St currently has much higher ridership than 38th St between Post Rd and Mitthoeffer Rd, which is why new Route 89 is proposed to connect with Route 39 at 42nd St. & Post Rd. instead of 38th St. & Post Rd.</p>
<p>Concerns about Changing Route 2 and leaving people without service.</p>	<p>IndyGo believes Service can be provided from 38th St to 34th St via Sutherland. This will provide service to the intersection of Sutherland and 34th St, within closer walking distance of the service removal proposed for Sutherland south of 34th St. (Final routing between 34th St and 38th St for outbound trips is still being determined)</p> <p><i>Note: The section of Sutherland south of 34th St would still not be served, but this alignment change will bring service within closer walking distance of those customers. This matches the proposal by the Transit Ambassador who spoke at the public hearing.</i></p>
<p>Concerns about Route 15 changing and leaving people without service.</p>	<p>The Route 15, which is proposed to be discontinued, will be primarily covered by the new Route 30 and new Route 37. Route 30 will be a key crosstown route that will operate every 15 minutes and provide a connection to several routes, including the Red Line station at Meridian & 30th Street. While it is correct that a trip downtown will likely require a transfer, the service level improvement from Route 15 (60 minutes) to Route 30 (15 minutes) will be a major benefit for current Route 15 customers.</p>

General Website Traffic from Boosted Advertising:

Dec. 26 to Jan. 16

- Source - Facebook
 - 558 Sessions
 - Top Pages relevant to Listening Sessions
 - Number 5: www.indygo.net/projects/ with 26 sessions
- Source - Twitter
 - 308 Sessions
 - Top Pages relevant to Listening Sessions
 - Number 1: www.indygo.net/projects/ with 114 sessions

- Number 6: www.indygo.net/june2020/ with 8 sessions
- Source - Instagram
 - 24 Sessions
 - Top Pages relevant to Listening Sessions
 - Number 1: www.indygo.net/projects/ with 17 sessions

Jan. 31 to Feb. 17

- Facebook
 - 90 Sessions
 - 144 Page Views
 - Page: [June 2020](#)
 - 2:32 Avg. Session Duration
- Twitter
 - 39 Sessions
 - 54 Page Views
 - Page: [June 2020](#)
 - 1:14 Avg. Session Duration

Note: During this time period data shows we people searched IndyGo on Google or went directly on our site.

Paid Digital Media:

Facebook*:

- Spent: \$150.00
- Duration: 11 days
- Link Clicks: 255
- Reach: 18,662
- Impressions: 19,681

Twitter:

- Spent: \$50
- Duration: 1 day
- Impressions: 10,646
- Media Views: 4,829
- Engagements: 141

Instagram:

- Spent: \$50
- Duration: 5 days
- Views: 254
- Actions Taken from Post: 20

- Reach: 522
- Impressions: 4,979

* Facebook metrics include paid digital media for a Purple Line Open House where route change feedback was received.

Earned Media:

Articles

Jan 30 RTV6 Reach 656K IndyGo riders say route changes are affecting their commutes
Jan 14 WFYI Reach 33K IndyGo Seeks Public Comment On Route Changes
Jan 8 Fox59 Reach 966K IndyGo wants to hear from you before changing citywide bus routes
Jan 8 CBS4 Reach 110K Public meetings scheduled before IndyGo routes change this June
Jan 8 RTV6 Reach 646K IndyGo wants input from riders about route changes
Feb 12 INDIANAPOLIS RECORDER Reach 13,391 Purple Line Open House

Broadcast

<p>Aired 6 times</p> <p>WRTV-IN (ABC)USA Jan 31 4:37 am</p> <p>Kickin' It</p>

WTTV (CBS)USA Jan 9 6:54 am

CBS4 Morning News

WXIN-IN (FOX)USA Jan 9 6:36 am

FOX 59 Morning News at 6

WXIN-IN (FOX)USA Jan 9 4:05 am

FOX 59 Morning News at 4AM

WXIN-IN (FOX)USA Jan 8 7:15 pm

Fox 59 News @ Seven

WXIN-IN (FOX)USA Jan 8 6:11 pm

Fox 59 News at 6

WXIN-IN (FOX)USA Jan 8 5:50 pm

Fox 59 News: Live @ Five

Aired 5 times

WRTV-IN (ABC)USA Jan 8 6:47 am

WRTV News: Good Morning Indiana

<p>WRTV-IN (ABC)USA Jan 7 11:15 pm</p> <p><u>WRTV News: The News at 11:00</u></p>
<p>WFYI – Jill Sheridan – Feb. 13th</p> <p>IndyGo Provides Purple Line update, Has Public Meetings Planned – Feb. 13th 10:00Am</p>
<p>WISH TV – Feb. 17 8:26 am</p> <p>Citizens have chance to weigh in on IndyGo changes</p>
<p>WXIN-IN (FOX)USA – Feb. 18 7:30AM</p> <p>IndyGo welcomes public input ahead of system change</p>
<p>WRTV - Feb. 18 10:56AM</p> <p>IndyGo wants to hear from residents at public meeting about route changes</p>

Radio Advertising

Publication	Media Type	Advertising Content	Running
WTTS	Radio	Route Change Listening Sessions	1/8/2020 to 1/20/2020 2020 (Rotating two weeks)
WTTS	Radio	Route Change, Purple, Hiring	1/3/2020 to 1/15/2020 (Rotating two weeks)