

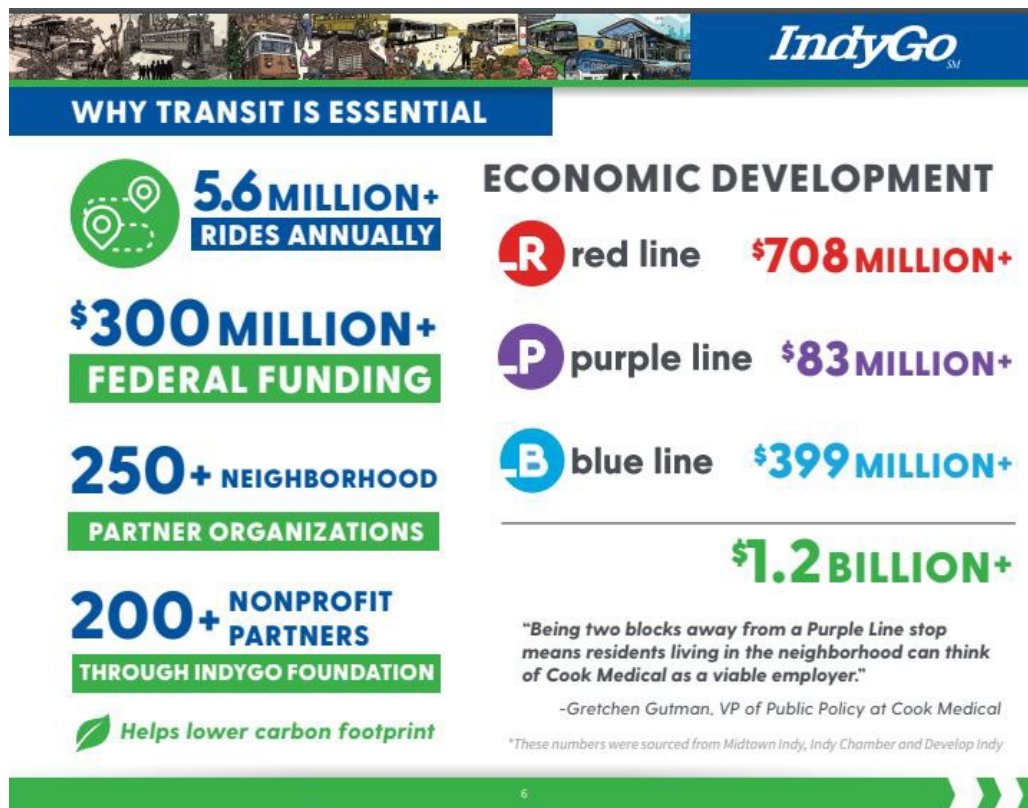


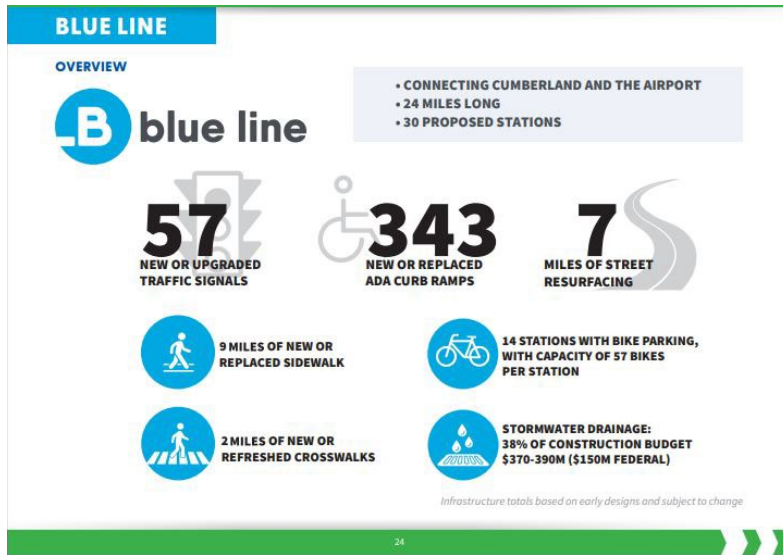
## Senate Bill 52 Social Media Toolkit

### Social Media Posts:

**Post 1:** BRT has been a proven driver of economic development in central Indiana. IndyGo's Blue Line is going to be a business magnet. Learn more at <https://www.indygo.net/transit-is-essential/>

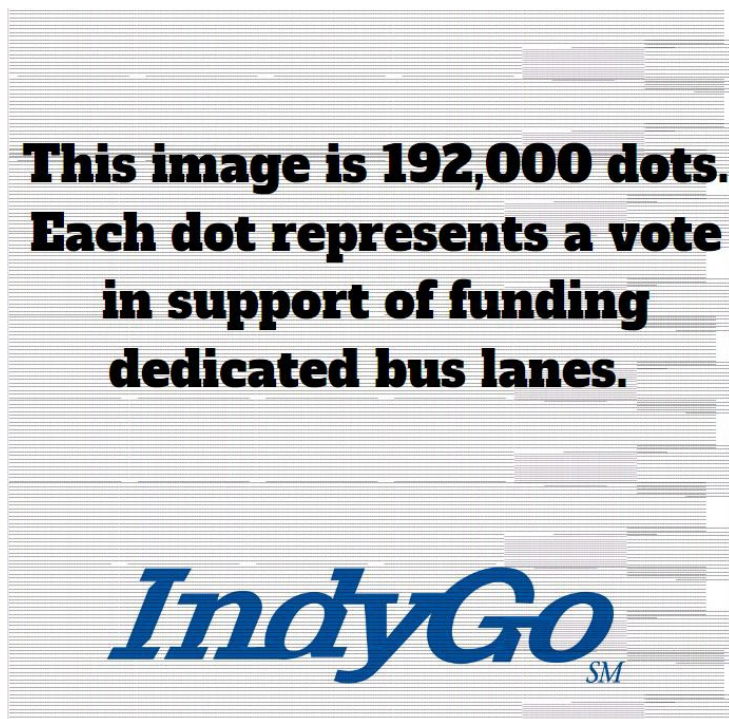
**Post 2:** BRT is great for Indy businesses! We can't wait to see even more economic growth. Learn more at <https://www.indygo.net/transit-is-essential/>





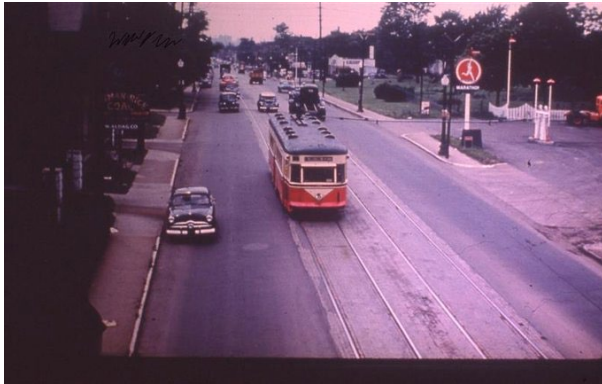
**Post 1:** The Blue Line will give Washington Street a major makeover with significant infrastructure improvements and critical safety upgrades that will mean a safer community. Learn more at <https://www.indygo.net/transit-is-essential/>

**Post 2:** BRT is upgrading Indianapolis streets with major infrastructure improvements and critical safety upgrades. It will mean safer streets for all. Learn more at <https://www.indygo.net/transit-is-essential/>



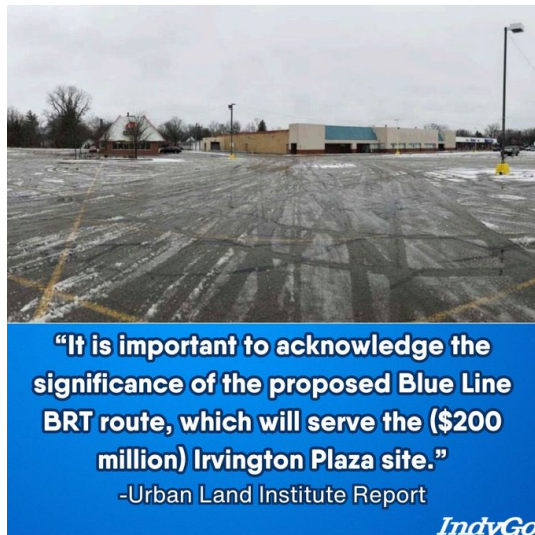
**Post 1:** The loudest voices don't represent the majority. Marion County wants the Blue Line. Learn more about how dedicated bus lanes will calm traffic, improve transit reliability and create safer streets. Learn more at <https://www.indygo.net/transit-is-essential/>

**Post 2:** BRT provides safer streets, improved infrastructure and attracts businesses. We support BRT. Learn how you can show your support at <https://www.indygo.net/transit-is-essential/>



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**Post 1:** The Blue Line is bringing Irvington back to its historic roots! These pictures from 50 years ago show how streets were designed for public transit with center lane configuration! It created safer streets back then and will do the same in the future. Learn more at <https://www.indygo.net/transit-is-essential/>



**Post 1:** Developers are looking to spend hundreds of millions of dollars to revitalize Irvington Plaza. It's not a coincidence that developers are citing the Blue Line as a major



driving force! BRT has proven to be an economic development magnet in Indianapolis. Learn more at <https://www.indygo.net/transit-is-essential/>

**Post 2:** Can't wait to see all the new business that BRT will bring to Indianapolis' East Side! Learn why Bus Rapid Transit (BRT) is attracting more business at <https://www.indygo.net/transit-is-essential/>

**IndyGo**

### LEGISLATIVE REQUIREMENTS

*IndyGo is meeting or exceeding its statutory requirements.*

- \$** IndyGo must pay at least 10% of the annual operating expenses of projects and services, created or expanded through the local transit income tax, from sources other than taxes and fares.  
**Status: MET**  
The total estimated expenditure of new and expanded service in 2022 was \$16,772,616—reduced service due to COVID, making the 10% mandatory match \$1,677,262.
- 25%** IndyGo must take in at least 25% of the operating expenses of projects and services, created or expanded through the local transit income tax, through fares and charges.  
**Status: MET**  
IndyGo brought in about \$15,411,039 from sources other than taxes and fares in 2022.  
*Existing legislation does not require IndyGo to raise funds from private sources.*
- ①** IndyGo's Board of Directors must establish a foundation to solicit funds.  
**Status: MET**  
The Indianapolis Public Transportation Foundation, dba IndyGo Foundation, was incorporated in 2018 and received 501(c)(3) status in 2019.  
*IndyGo Foundation is not solely responsible for raising the 10% of operating costs required by current legislation and is not required by statute to raise a specific amount.*

*IndyGo recovered 35.1% of fares in 2022 measured against new service, exceeding the 25% requirement.*

**IndyGo RAPID**

**Post 1:** Not only has Bus Rapid Transit (BRT) improved our city, but IndyGo has done it all while maintaining the legislative requirements levied upon them. Learn more at <https://www.indygo.net/transit-is-essential/>

**Post 1:** The Blue Line and BRT bring so many great features to Indianapolis! Smoother streets, new sidewalks, improved accessibility. And that's just the beginning! Learn more at <https://www.indygo.net/transit-is-essential/>

You have awoken me! I shall grant you 3 wishes!

My 1st wish is for economic investment in my neighborhood.

My 2nd wish is to save hours of travel time.

My 3rd wish is to create safer roads for drivers and pedestrians.

You could have just wished for the Blue Line and gotten all these things with 1 wish!

**B**  
**IndyGo**

- 1.
2. Without dedicated bus lanes, new sidewalks, bike lanes, traffic signals, crosswalks, and roads that the Blue Line would provide don't happen. Learn why dedicated lanes are critical to these infrastructure improvements at <https://www.indygo.net/transit-is-essential/>



3. Transit has ALWAYS been about more than buses! The Blue Line will create economic opportunity on Indy's east side with new developments and businesses. But, without dedicated bus lanes, these opportunities will disappear. Learn why this lanes are critical to the future of transit in Indy at <https://www.indygo.net/transit-is-essential/>

(ASHLEY GRAPHIC)

4. Flooded streets along the East Washington Street corridor are a constant reality after heavy rains due to crumbling infrastructure. One huge benefit of dedicated lanes and the Blue Line? New storm sewer systems that will transform many of these intersections. Learn more: <https://www.indygo.net/transit-is-essential/>





### **Videos:**

**Blue Line Spelling Bee-** <https://www.youtube.com/watch?v=Pm1cSZxGN2U>

**Is That BRT?-** <https://www.youtube.com/watch?v=9yEw7fsjQ4s>

**BRT Magic Trick-** <https://www.youtube.com/watch?v=nfECn6CH07o>

**38<sup>th</sup> Street Before & After-** <https://www.youtube.com/watch?v=R-ZuvLmAAfg>

**BRT Safer Streets-** <https://www.youtube.com/watch?v=KxuRNYMNCZE>

### **Irvington Blue Line Rebuttals**

For more information, visit the [Irvington Blue Line FAQs](#)

**“The Blue Line will destroy the streetscape” - There are no long-term impacts planned to streetscape or street parking in the Irvington area. Anything that is disrupted by construction will be replaced.**

**“Nobody rides the bus anyways.” - The current Route 8 will be replaced by the Blue Line and has the highest ridership of all IndyGo routes.**

**“This will take away all the street parking in Irvington.” - The Blue line will not affect street parking and will also provide major street infrastructure improvements, which otherwise would not have happened.**

**“This will destroy our economy” - BRT has proven nationally and locally to be a massive economic boost. IndyGo’s Red, Purple and future Blue lines have already generated over \$1 billion in economic development.**

**“This will destroy the history of Irvington.” - Irvington has a rich history of public transit dating back to the 1870s. The streets were constructed with transit in mind.**

**“People don’t want BRT in Irvington.” - Over 67% of Irvington voters supported the BRT referendum in 2016.**

**“Won’t driving a bus driving down the center lane make it more dangerous?” A center lane configuration has proven to make streets safer. A 2013-2015 study estimated that 415 accidents could have been mitigated by a center lane configuration.**

**“Me and my family don’t ride the bus. Why should I care? The Blue line will create traffic calming in areas where people speed. Data on traffic calming listed below:**

- **Bus lanes in the center of the street reduce potential vehicle collision points at intersections, which should reduce crashes.**
  - *Note: Studies of historical crashes along IndyGo’s BRT corridors indicate there could be a 30-40% reduction in crashes.*
- **Narrower lanes used in BRT projects have been shown to reduce speeds, and therefore crash severity.**
  - *Note: These slower speeds also improve driver reaction time and increase their field of vision.*
- **New pavement markings and traffic control infrastructure at pedestrian crossings, including High-intensity Activated crossWalk (HAWK) signals, refuge islands and crosswalks, should improve pedestrian safety.**

**“Customers won’t be able to get to businesses.” At least one point of pedestrian and vehicle access will be maintained to all businesses during their business hours. If a closure is required (usually only needed to repair or reconstruct driveway approaches), it will be coordinated in advance with the property owner or tenant and conducted at a time that is convenient for the property owner or tenant.**

**“We will have to cancel the Halloween festival.” - IndyGo will work with Halloween festival representatives to solidify a plan that could include construction blackout dates in Irvington**

**during the festival. The Route 8 currently detours around the Halloween Festival. As IndyGo does today, the agency will continue to coordinate with festival representatives to best address bus service and festival operations.**

**“Why doesn’t BRT make any money? Transit is a subsidized public service. This would be like asking why the highway doesn’t make money. The benefits of providing equitable access stimulates our economy.**

**Why is IndyGo hiding the blueprints? Actually, blueprints can be made available to view in-person during one-on-one meetings that you can schedule with IndyGo. Posting or distributing detailed construction and bidding plans is illegal.**