

THE TRANSIT AUTHORITY OF RIVER CITY



Equity in Action

APTA Mobility Conference

Louisville 2019

Aida Copic, AICP
Director of Planning

TARC Goes the Extra Mile



- TARC is committed to meeting and exceeding standards for serving transit users.
- As a mobility provider in the region, TARC has a major role in workforce and economic development, and social responsibility.
- Focused on all transit users, but we go extra mile to reach out and engage disadvantaged population with service planning, policies, fare changes, and service restructuring
- Community Partnerships
- Strong social role in the community
- Focus on TARC ridership and Mobility as a Solution



TARC Today



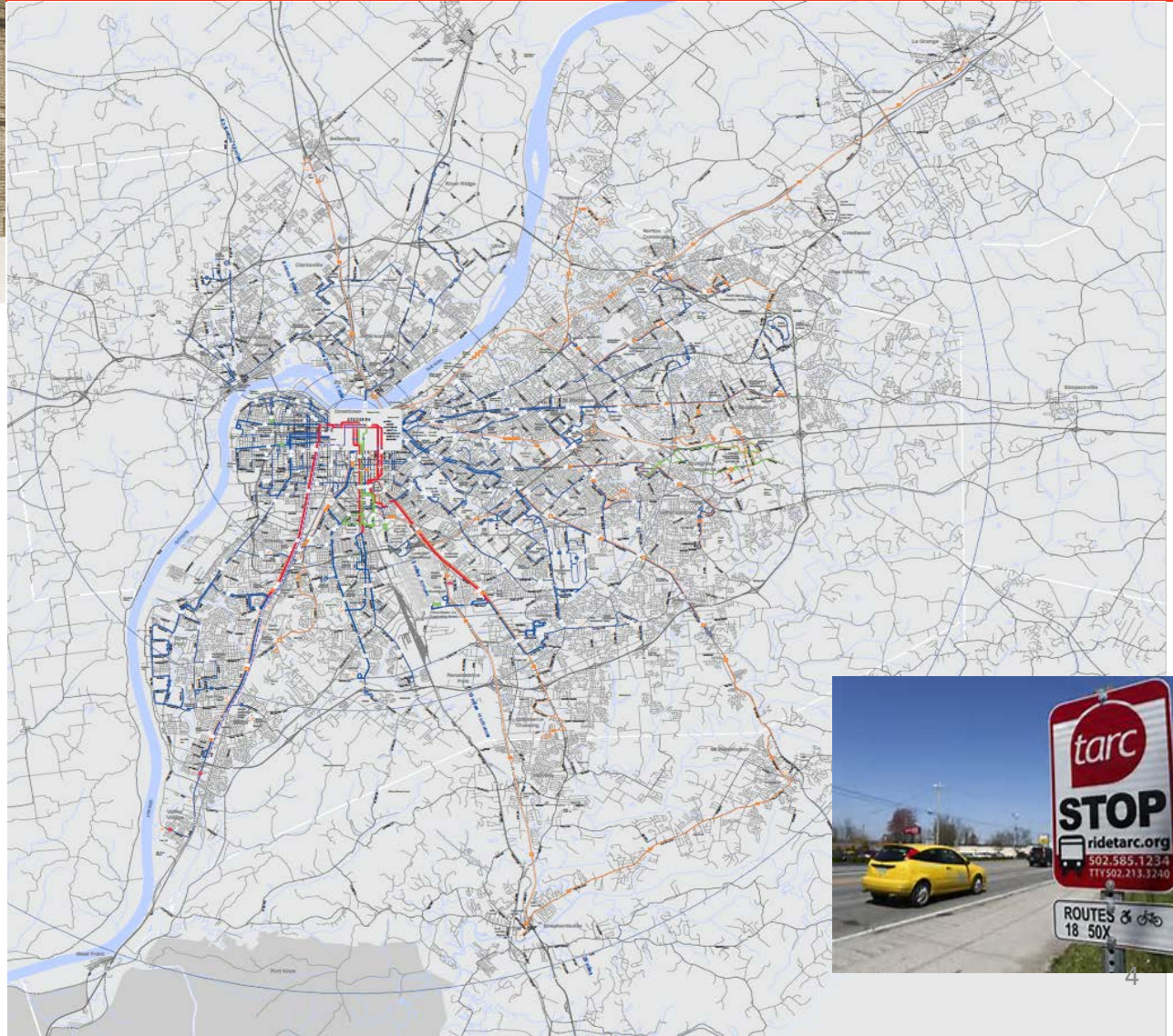
Providing Access to Places and Opportunities

Service and Ridership

- 12.5 million boardings annually
- 42,000 avg. weekday boardings
- 43 routes - high frequency, express, local, circulators
- Five counties, two states
- 225 buses including 33 hybrid-electric, 15 all-electric, and 112 paratransit vehicles
- 690 team members
- FY 18 Data – Baseline for COA/LRP development



TARC Service Area

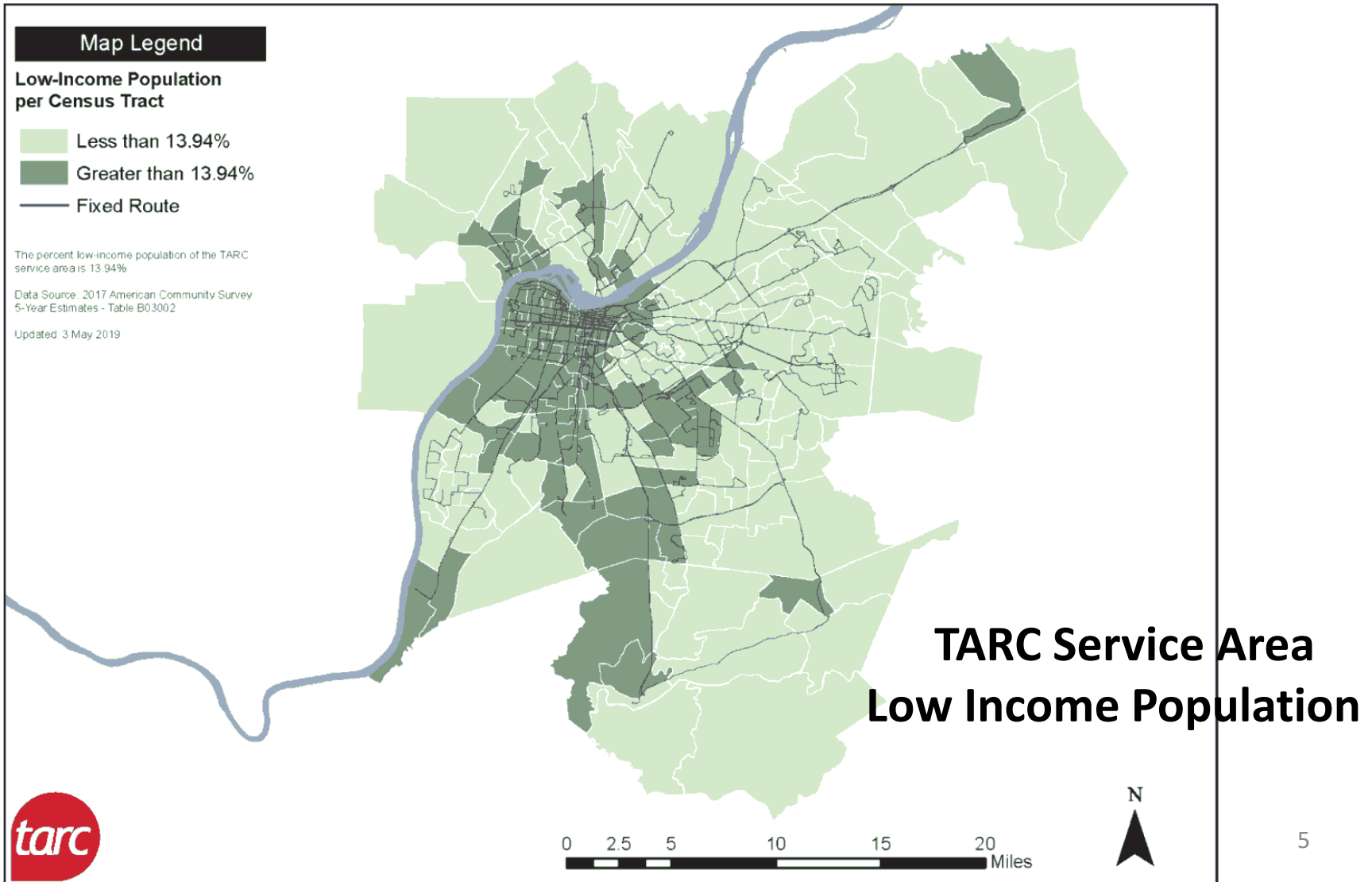


- 357 sq m service area
- Population 806,893
- 12 mil miles annually
- 900,000 svc H annually
- UofL Study - indirect impact on 1500 jobs
- \$221 M regional economic impact

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Low-Income Population in TARC Service Area



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Minority Population in TARC Service Area

Map Legend

Minority Population per Census Tract

- Less than 27.02%
- Greater than 27.02%
- Fixed Route

The percent minority population of the TARC service area is 27.02%

Data Source: 2017 American Community Survey
5-Year Estimates - Table C17002

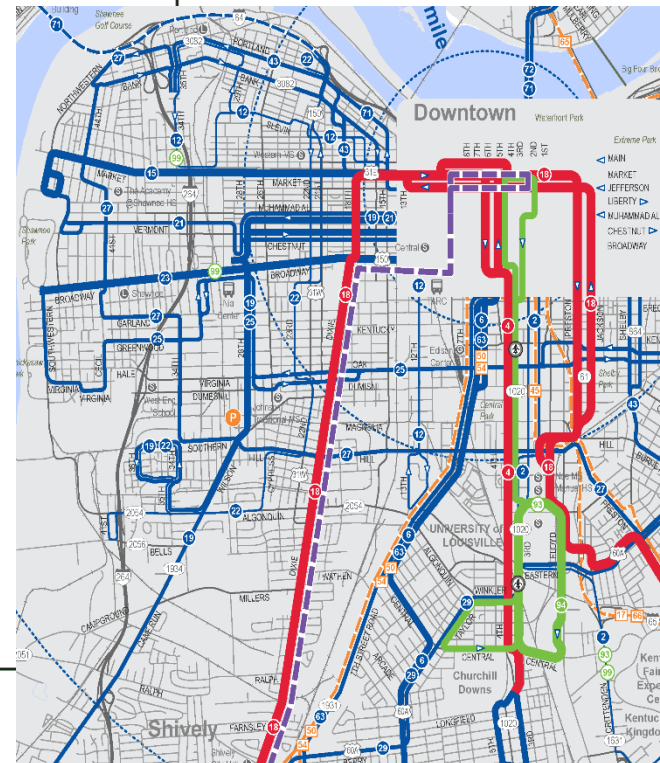
Updated: 3 May 2019

TARC Service Area Minority Population



0 2.5 5 10 15 20 Miles

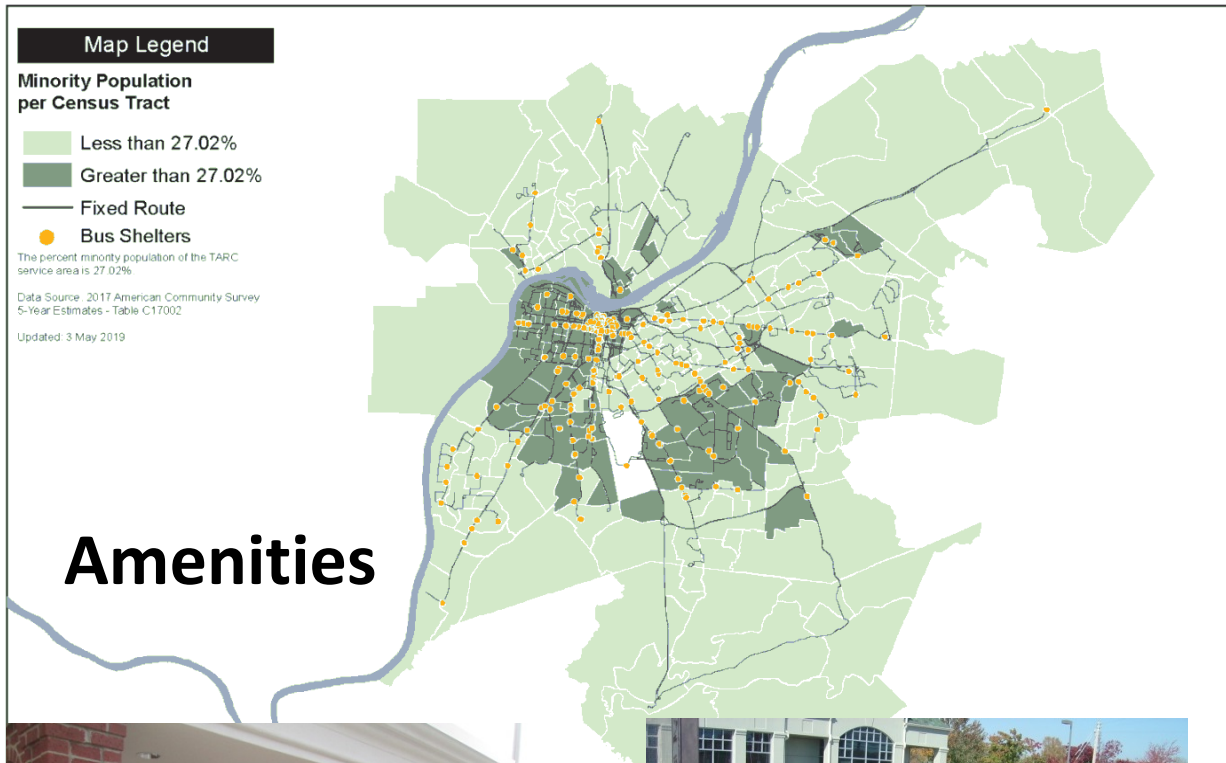
Level of Service



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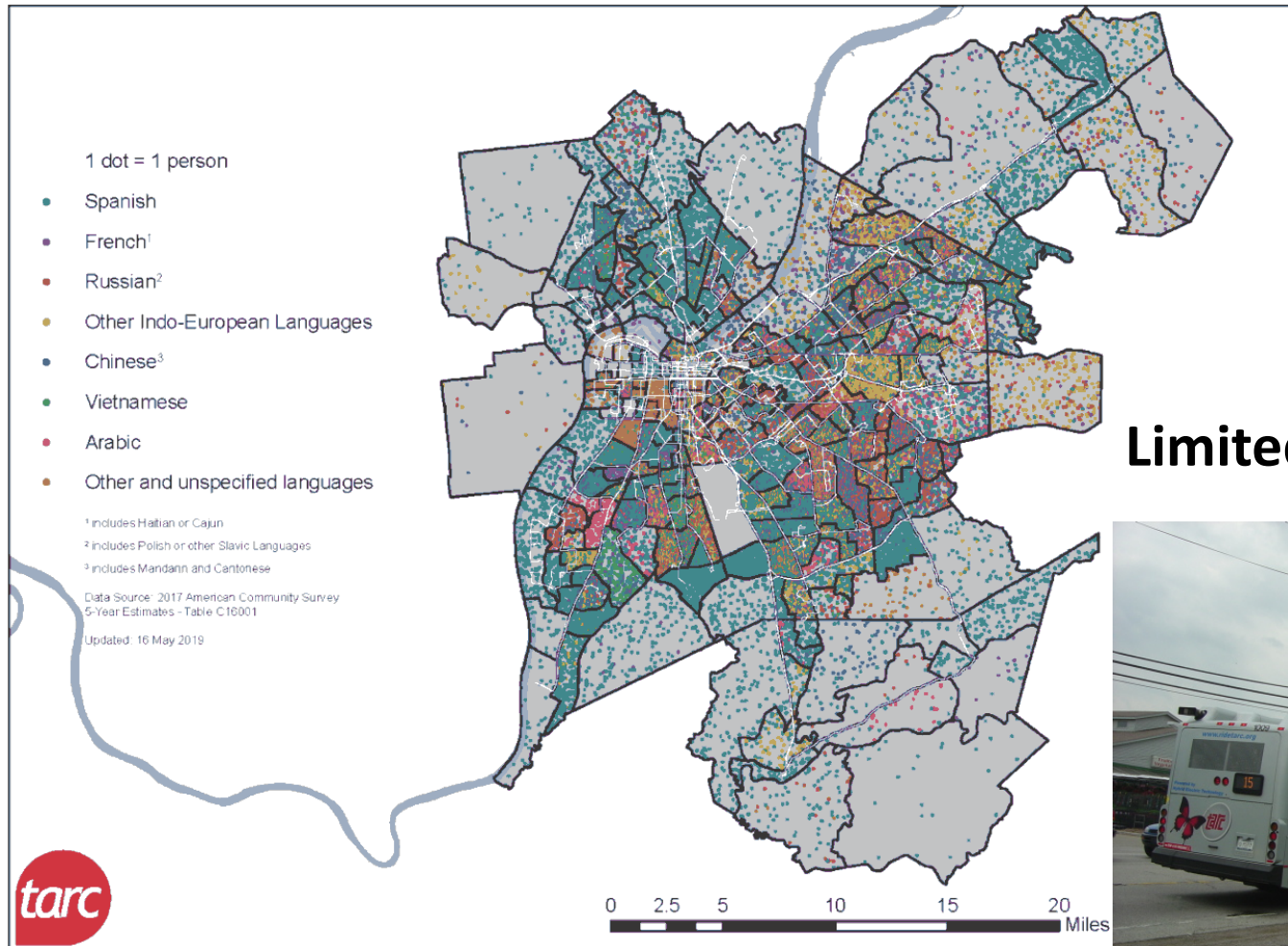
Distribution of Transit Amenities in TARC Service Area



TARC Service Area



LEP Population in TARC Service Area



Limited English Proficiency



TARC Goes the Extra Mile ...

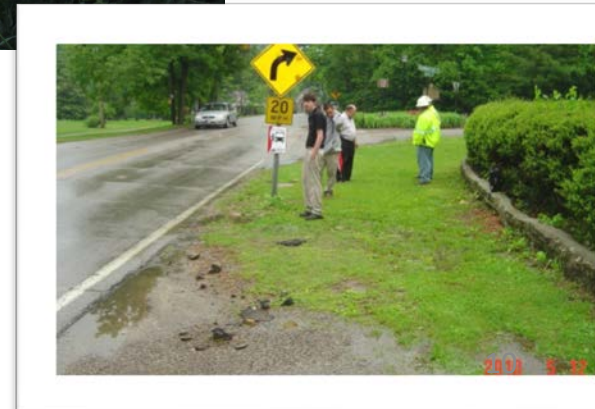


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Mobility Solution Provider



- Focus on ridership needs – service, frequency, reliability
- Connections – first mile/last mile
- Sidewalks, shelters, amenities
- Safety, ADA access
- Convenience
- Real time mobility
- Special needs
- Visually impaired population
- TARC Service standards and policies
- Collaboration with the community – RMC and TAAC
- TARC 3 - Paratransit



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TARC's Role in the Community



➤ Jobs and Education Connection

- 70% of trips for work or school
- Connections to jobs almost 8 million times a year



➤ Business Partnerships: IDs as good as boarding pass

- Humana, University of Louisville, UPS & Metro College Program, Louisville Metro, JCTC, Amazon

➤ Social and Service Partnerships

- KY Refugee Ministries, Coalition for the Homeless, Louisville Urban League, Metro United Way, Center for Non-Profit Excellence, Family Scholar House, Americana Community Center, YMCA, Safe Place, The Healing Place



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Know your Community and your Ridership



TARC Surveys 2013 and 2016

TARC Ridership

- Demographics
- Level of income
- Typical TARC users
- Purpose of travel
- How they feel about TARC
- How the public feels about TARC



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Survey Data - Who Rides TARC



- Ridership slightly younger, older than general population
- 55 percent African American, 37 percent Caucasian
- 90 percent of surveyed users ride frequently
- 63 % of trips for work; 20 % for school
- Half from households with income less than \$25,000
- 79 % own a smartphone or other mobile device with internet access
- When combined, minority riders are 54% of TARC ridership



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Know your Community and your Ridership



TARC Surveys 2013 and 2016

Survey 2016 Respondents

- Ages ranged from **13 to 84**
- **19 countries** of origin, from Bolivia to Yugoslavia
- Speak a language besides English at home - identified **29 unique languages**.
- Riders live in **74 different zip codes**, including 16 zip codes outside of the five county TARC service area



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Know your Community and your Ridership



TARC Survey 2016

Demographic Profile

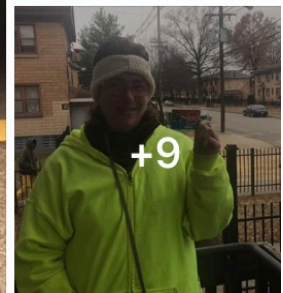
- The typical TARC rider is a 36-year-old African-American woman who was born in the United States and does not speak another language at home. She lives alone or with one or two other people and has a household income below \$25,000.
- Compared to the broader population of Jefferson County residents, she and other TARC riders are disproportionately African-American, are especially likely to speak languages other than English at home, and are disproportionately likely to live with an income below the federal poverty threshold.



Transit Authority of River City (TARC) is at Parkway Lou Housing Authority.

December 5, 2018 • Louisville • 🌐

Thank you Louisville Metro Housing Authority for partnering with residents from the Park Hill community #ParkwayTechCenter today. Residents were able to pickup their MyTARC card, and are now set for the January launch! Tap. Save. Go (Give)!



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Know your Community and your Ridership

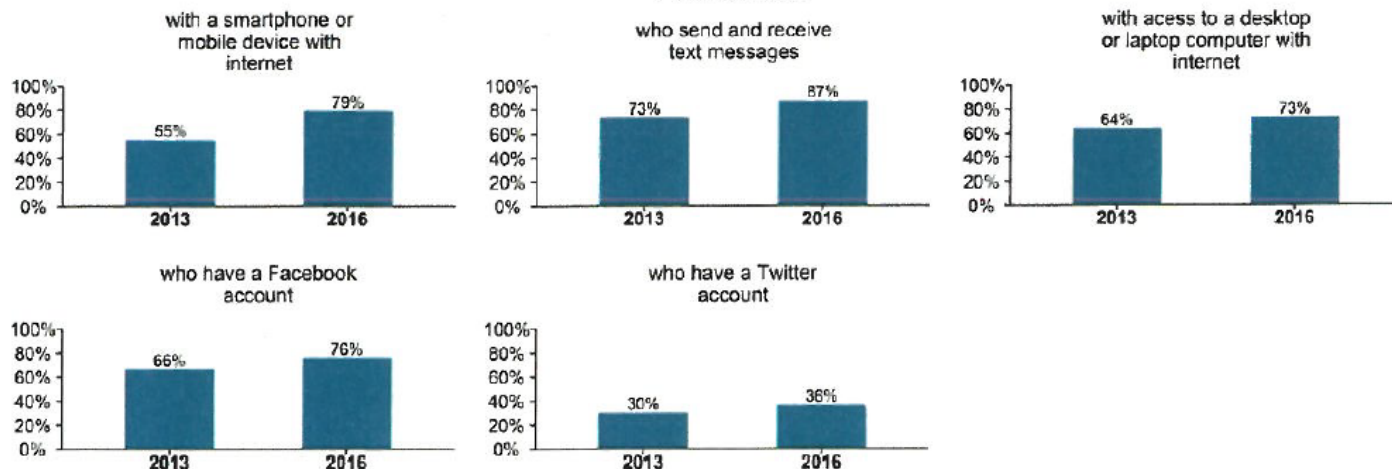


TARC Survey 2016 - Technology Usage Profile

- Most TARC riders are digitally connected, at least **three out of every four riders has a smartphone** or other mobile device with internet, or access to a computer with internet.
- Many have a social media account, Facebook or Twitter.
- Since 2013, **digital connectedness has increased rapidly** among the ridership, and usage of tools such as Google's trip planner or ride-sharing apps.
- Approximately **two out of three riders have a bank account**,
- **Three out of four riders have a debit card**, and **only about two out of five riders have a credit card**. Since 2013, the only significant change in riders' usage of banking services has been **an increase in debit card ownership from 68% of riders in 2013 to 76% of riders in 2016**.

Riders in 2016 are more digitally connected than riders in 2013

Percent of riders:



Partnering for Mobility

Fare Collection System - Public Outreach



New Fare Collection System implemented - Jan 7, 2019

Focus on Public and Stakeholders Involvement

- Focus groups
- Interactive discussion and input from customers, stakeholders, community, TARC team
- Detailed analysis of TARC ridership by payment options
- Impact on minorities, low-income customers, with no access to banking or technology

Building on TARC successes

- TARC ongoing involvement with community organizations
- TARC's presence in the community



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Title VI Evaluation



Transit Authority of River City (TARC)

FIXED ROUTE FARE POLICY

1. Purpose

The purpose of this Fare Collection Policy is to establish guidance for the consistency and fairness of TARC's fare collection process on fixed route service.

This policy addresses TARC's fare structure, types of fare media, fare products and payment options.

2. Goals

To meet the needs of TARC's customers, community, and operations by offering pricing concepts, fare products and fare media that adjust to changing market conditions and technology.

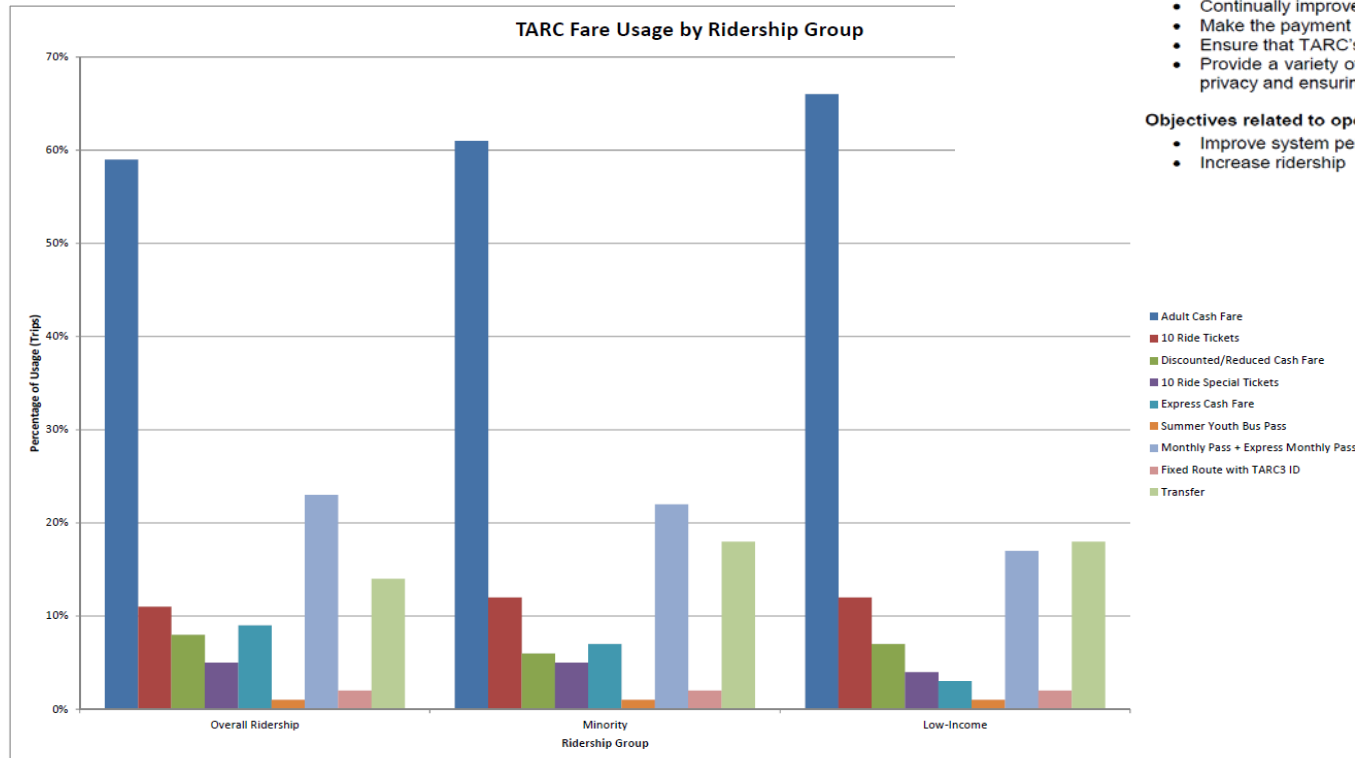
Objectives relating to customers and community:

- Continually improve the customer's experience
- Make the payment of fare as simple and convenient as possible
- Ensure that TARC's fare structure is clear, equitable and consistent
- Provide a variety of fare purchase options while respecting customers' privacy and ensuring security of personal payment information

Objectives related to operations:

- Improve system performance
- Increase ridership

New TARC Fare Policy



Tap. Save. Go!

COMING SOON

Electronic transfers
Transfers are only available with a MyTARC card.

Register your card online
Report it lost or stolen immediately to maximize balance protection.

Reduced fare passengers
Seniors 65+, citizens with disabilities, students (6-17), Medicare cardholders and TARC3-eligible.

Everyone needs a card
MyTARC cards can only be used towards ONE fare per boarding.

Google maps www.tarc.org • 502.585.1234 • TTY: 502.213.3240

Equity in Action Public Outreach



Smart. Simple. Fast.

What is MyTARC?

TARC's new innovative, secure 'Tap & Go' payment method



Cash – exact fare will still be an option for payment

Fares will not increase

Free Transfers! available with card only

More information at ridetarc.org/MyTARC

What's in it for me?

- Tap & Go
- Transfer funds
- Auto-reload

Simple.

- Improved travel time
- Quicker boarding time
- Faster service, fewer delays

Fast.

Smart.

- Register card for security
- Activated after the first use
- Farebox displays balance & expiration info

For Immediate Release
July 31, 2017

Contact:
Russell Goodwin
502-561-5115
rgoodwin@ridetarc.org

Public Comment Period for New Fare Collection System Begins

In December 2016, TARC selected SPX Genfare, a new vendor, to implement an innovative Automated Fare Collection System (AFCS). The new system will replace the farebox that has been used on TARC buses for the last 25 years.

Starting today, TARC will be collecting public comment on a proposed fare collection policy. There will be many ways to comment including eight (8) public meetings hosted by TARC where attendees are invited to provide feedback.

The new fare collection system will allow passengers to pay for their rides with the tap of a smartcard as they board a TARC bus. Fares will not increase and cash – exact fare – will still be an option for payment.

The new smart cards will replace all paper products - tickets, passes and paper transfer slips throughout the system, except on TARC3. Electronic transfers between routes will be available after launch.

- MyTARC Card Bus – on the road for 3 months
- Numerous locations, community destinations visited, with focus on low income and minority areas of the community
- 4000 Cards distributed in 2 months
- Continue to solicit feedback

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We All need Transit



Tap.
Save.
Go!

**MyTARC at
School of the Blind**

December 13
1:30 pm

Post, tag & share
your MyTARC Day!

Must have \$5 cash (will be \$5 fare)



Google maps | www.ridetarc.org • 502.585.1234 • TTY: 502.213.3240

Tap.
Save.
Go!

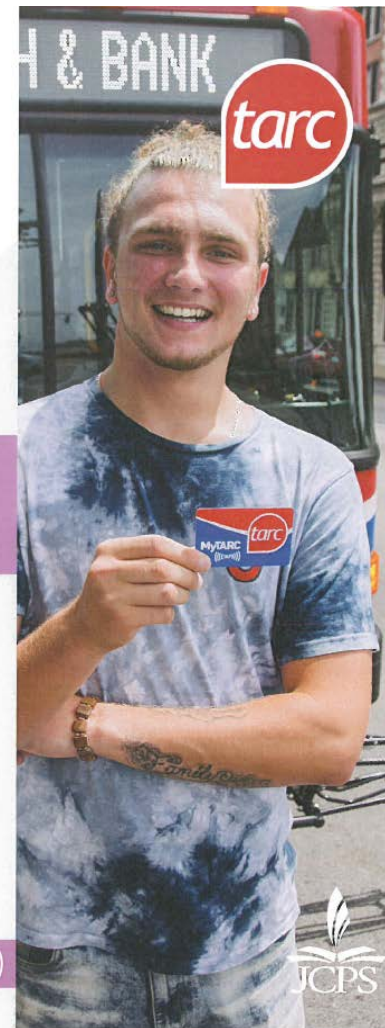
**MyTARC at
Iroquois High School**

November 30
10:45 am - 12:45 pm

Post, tag & share
your MyTARC Day!

#MyTARCIroquois

Must have \$5 cash (will be \$5 fare)



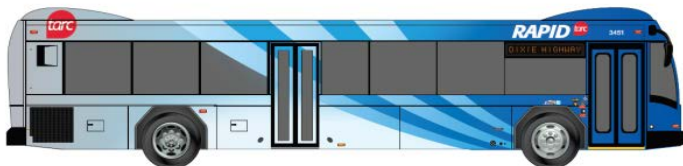
Google maps | www.ridetarc.org • 502.585.1234 • TTY: 502.213.3240

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Partnering for Employment

tarc

- Coordination with Riverport - major employment center - various shifts, employee needs
- Looking for funding options – CMAQ grant
- Coordination with JCPS and JCTC classes
- Service all day
- Building ridership, service promotion
- Connections to other TARC routes, and future BRT



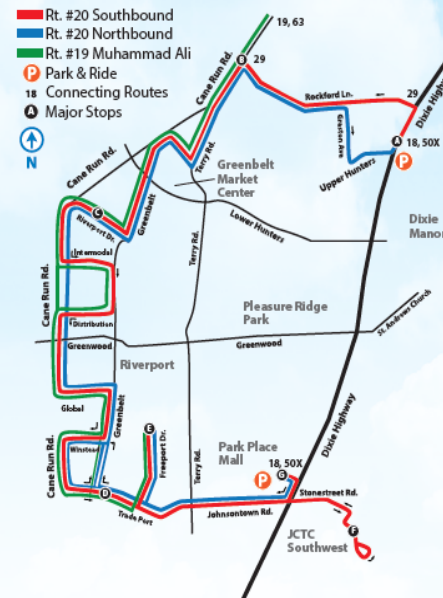
More TARC Service to Riverport

New Stop at JCTC Southwest

• New Rt. #20 Riverport Circulator + Rt. #19 Muhammad Ali = Riverport area arrivals every 20-40 minutes, 5:20 a.m. - 10:40 a.m. and 1:10 - 10:30 p.m. on weekdays.

• New JCTC Southwest Rt. #20 stop with arrivals every 40 minutes from 6:11 a.m. - 9:31 a.m. and 2:01 p.m. - 9:21 p.m. on weekdays.

• Easy connections from Rt. #20 to other TARC routes (#18, #19, #29, #63 and #50X), getting you to work, school and other areas of the city!



Route #20 - Riverport Circulator

Mons. - Fri. Southbound

Stops	A	B	C	D	E	F	G
18, 50X	5:20	5:20	5:30	5:44	5:56	6:11	6:15
18, 50X	6:00	6:00	6:10	6:24	6:36	6:51	6:55
18, 50X	6:40	6:40	6:50	7:04	7:16	7:31	7:35
18, 50X	7:20	7:20	7:30	7:44	7:56	8:11	8:15
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Partnering for Success



Overcoming Challenges for Success



- TARC and Jefferson Community and Technical College (JCTC) Partnership
- Access to transportation – a significant barrier to educational opportunity, career, and community advancement
- ID as good as fare pass

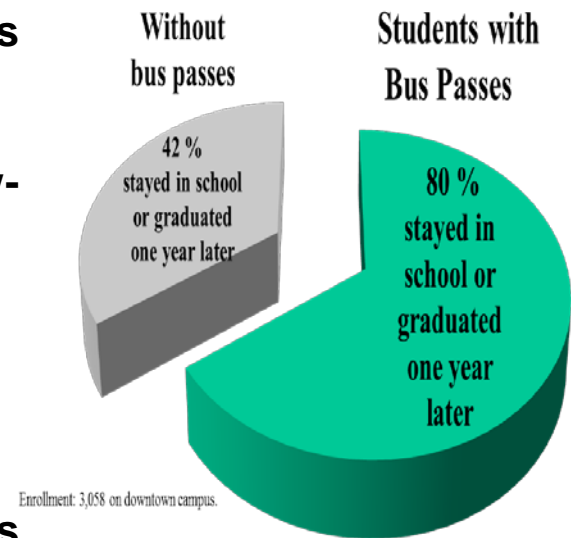
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Partnering for Mobility



History and Needs

- Years of discussion, lack of revenue for fares, even at reduced rate
- 2001 program discontinued after 1 Y, due to funding
- Downtown campus parking free until 2018
- 12,000 students, six campuses, with downtown campus largest, and served by major TARC routes
- 75% of students eligible for a Pell Grant, offered to low-income
- 30% of students are minorities
- Many students are already paying to ride TARC
- Established parking fees to help cover the costs, plans to repurpose parking lots



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TARC Goes the Extra Mile



- Partnering with the **Coalition for the Homeless**
- One free ticket for each one purchased
- Partners with the Coalition on mobility and other transit, homeless needs

- TARC **Summer Youth Pass** - good for unlimited travel on all TARC routes, May-Aug.
- For youth ages six to 19 years
- Cost \$30
- Provides access to jobs, shopping, events and all the community has to offer, all summer long
- TARC provides **neighborhoods shoppers** for elderly and low income community
- And **Job Hunter Bus** to access job fares and employment opportunities



Equity in Action

Safe Place



- TARC buses are “**mobile**” **Safe Places** - identified with logo
- Anyone under the age of 18 who is in a crisis situation and needs help, can either go to designated [Safe Place](#), or **board a TARC bus and ask for help**
- Board bus, asks for **Safe Place assistance**
- No fare is required



TARC Mobility as a Service



TARC MaaS Platform

- New TARC website developed
- Mobile app launched
- Trip planner implemented
- Attractions and destination points added
- Collaboration with Uber, Lyft, LouVelo, Bird, Lime scooters
- Full trip planning, integration of all modes
- Next step – payment integration
- Parking availability to be added Go502 app



TARC COA and LRP

Public Participation Plan



Focus on Public Involvement

- Interactive discussion and comments from stakeholders, community, TARC team and customers
- Advisory and Technical Committees formed early in the process
- Public Open house - TARC Dec. 2019, June, October 2019
- All meetings great success
- 120 attendees, number of comments and suggestions
- Go where the people are - pop-up events, workshops, mobile project office, websites



Future of Mobility

Customers at the Center – TARC COA & LRP



- Connecting people and places
- Plan for mobility solution
- Choices and opportunities for all
- Dependable systems, resilient, sustainable
- Easy, convenient, affordable
- Mobility on demand is expectation
- Flexible, adaptable solutions
- Evaluate, restructure, improve our system
- Ridership potential, service and transit demand
- System modifications
- Time is money – fast, frequent, reliable travel
- New mobility concepts
- Innovative solutions
- Cultural shift
- Define success of mobility

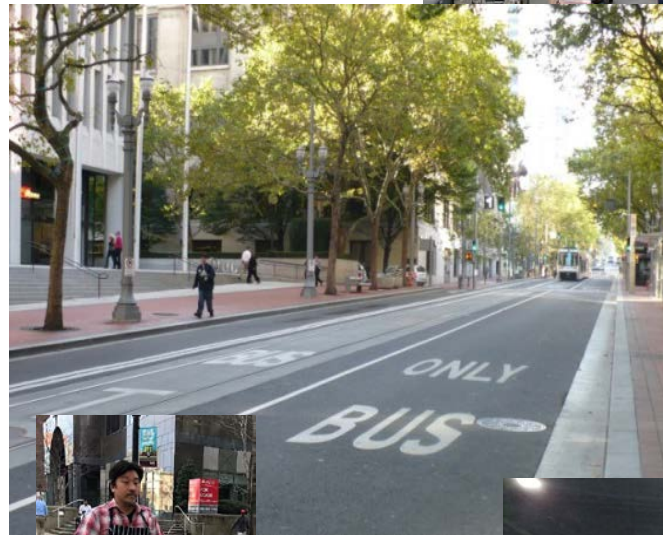


Future of Mobility

Trends and Expectations



- AV Technology
- Shared mobility – TNC (Transit Network Companies), other modes, service integration
- Micro Transit
- Economic impact, job creation
- Transit priority, competitive with other modes
- Communication with customers and the public
- Social impact, equity
- Mobility for all



THE TRANSIT AUTHORITY OF RIVER CITY



Thank you!

Aida Copic, AICP
Director of Planning