IndyGo + Mobility Hubs

Presented by Lauren Day and Austin Gibble
What are we working with in Indy?

14th largest city

65th in transit supply

3rd most expensive
Currently Available.
A Mobility Constellation

• Improve transportation access for the community
• Provide tools for linking modes
• Define Mobility Hubs for Indy
• Identify potential locations
• Build a network of Hubs = Mobility District
Where to start?

• The Partners
  • INVESTED, NEIGHBORHOOD-ORIENTED, ORGANIZED partners for launch
  • Priorities will be varied – placemaking vs mobility ops

• The Neighborhood
  • 30,000 residents - 37 percent are in poverty
  • 2nd densest neighborhood within Marion County
  • Transit rich and future Blue Line station locations, protected bikeways, and (until recently) scooter coverage and carshare
  • "Kick the tires" – Will give true sense of how it feels
Process – part 1

• Clarify goals of lead entity [IndyGo]
• Understand community priorities + define HUB
  • Event Space, Business incubation, Green, Farmers Market…
• Research mobility landscape and community context [SWOT]
• Listen to worries, wants, and needs
• Select suggested and high-impact location(s)
• Coordinate with other partners [DPW / mode operators]
  • Value still there without variety of modes?

Washington and Rural; near future BL station
Process - part 2

- Engage with stakeholders to define what is possible
- Listen again to community worries, wants, and needs
  - Do we already have hubs? What about JUST branding?
- Refine financials and responsible parties
  - Trash collection? Paying for technology? How are modes integrated and/or prioritized?
- Define KPIs
- Confirm funding priority
- Build and operate
Shifting priorities of funding entity ultimately dictates progress

Local champion partnerships are paramount

Community input and communication critical for awareness and ultimate adoption

Cohesive branding was a supported low-impact step

Hubs should be flexible as technology, mobility solutions, and user needs evolve

Exit of Blue Indy electric carshare reduced the attractiveness of certain sites / also opportunity for new future ideas

COVID-19 halted the next phase of community engagement and priority spending
2020 for IndyGo ... and Mobility Hubs

• Mobility Position Policy

• Informing AIM

• Paratransit COA

• Opportunity for ‘evolved’ application of Mobility Hubs are the agency looks for paratransit service changes and end-of-line rapid transfers

• Upgrades to fixed route transit
Thank you!

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