

What are we working with in Indy?

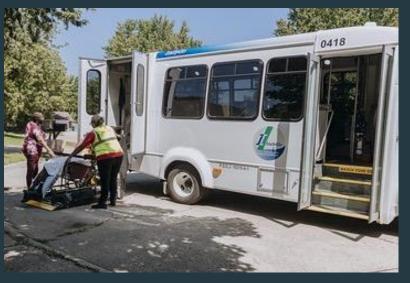


Currently Available.









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



...more Lessons Learned + Hiccups

- 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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