

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



AUSTIN



BOSTON



CHARLOTTE



CHICAGO



CINCINNATI



DENVER



LA



MINNEAPOLIS



SAINT LOUIS



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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