

# IndyGo + Mobility Hubs



Presented by Lauren Day and Austin Gibble

# What are we working with in Indy?

**14<sup>TH</sup>**  
**LARGEST CITY**

**65<sup>TH</sup>**  
**IN TRANSIT SUPPLY**

**3<sup>RD</sup>**  
**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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