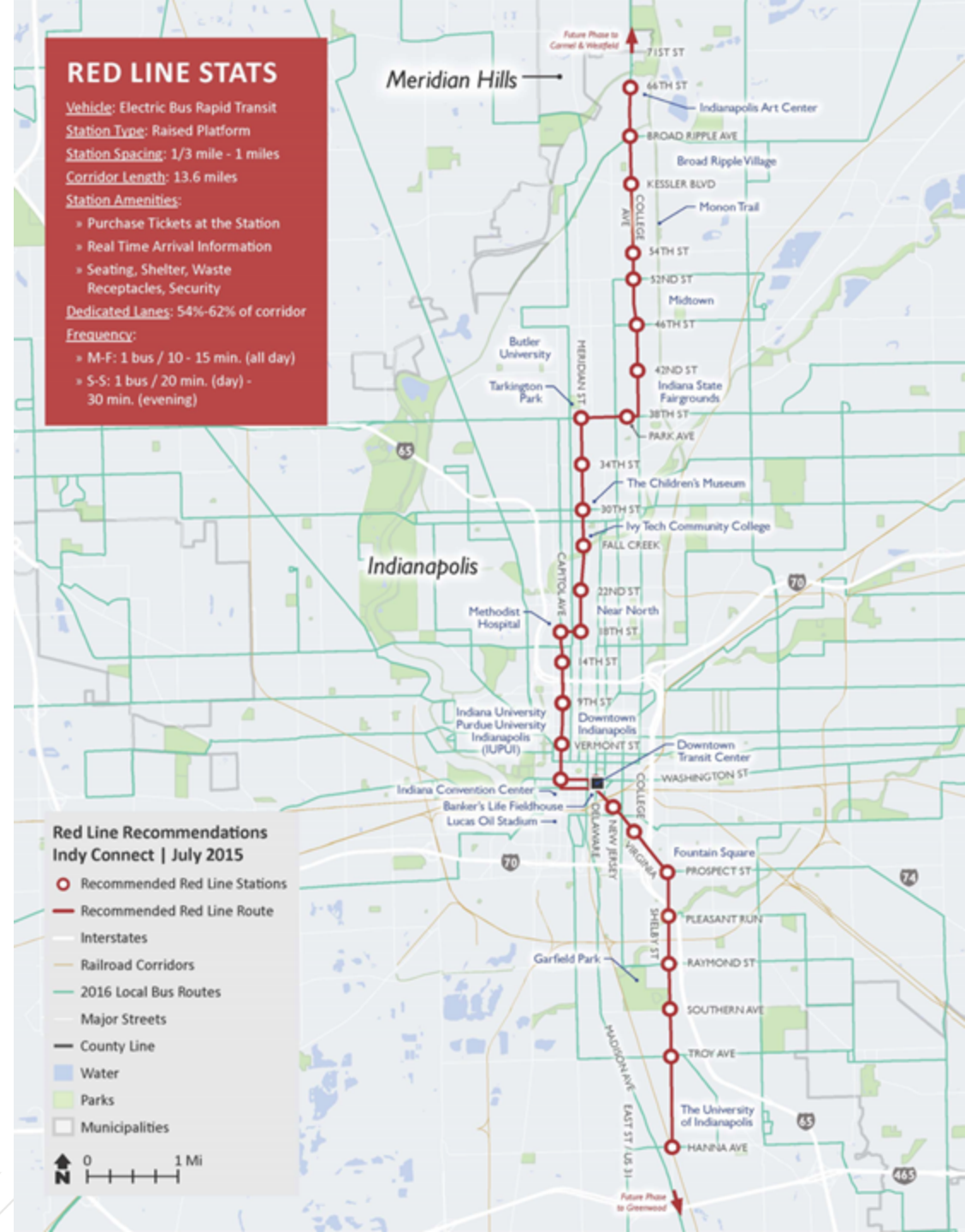


A Rapid Transit Success



Indiana's 1st Bus Rapid Transit

- 13.5 mile BRT
- 28 stations
 - 20 center
 - 7 curbside pairs
 - 1 downtown transit center
- 34 station structures
- 60% dedicated lanes
- \$96.3M total budget

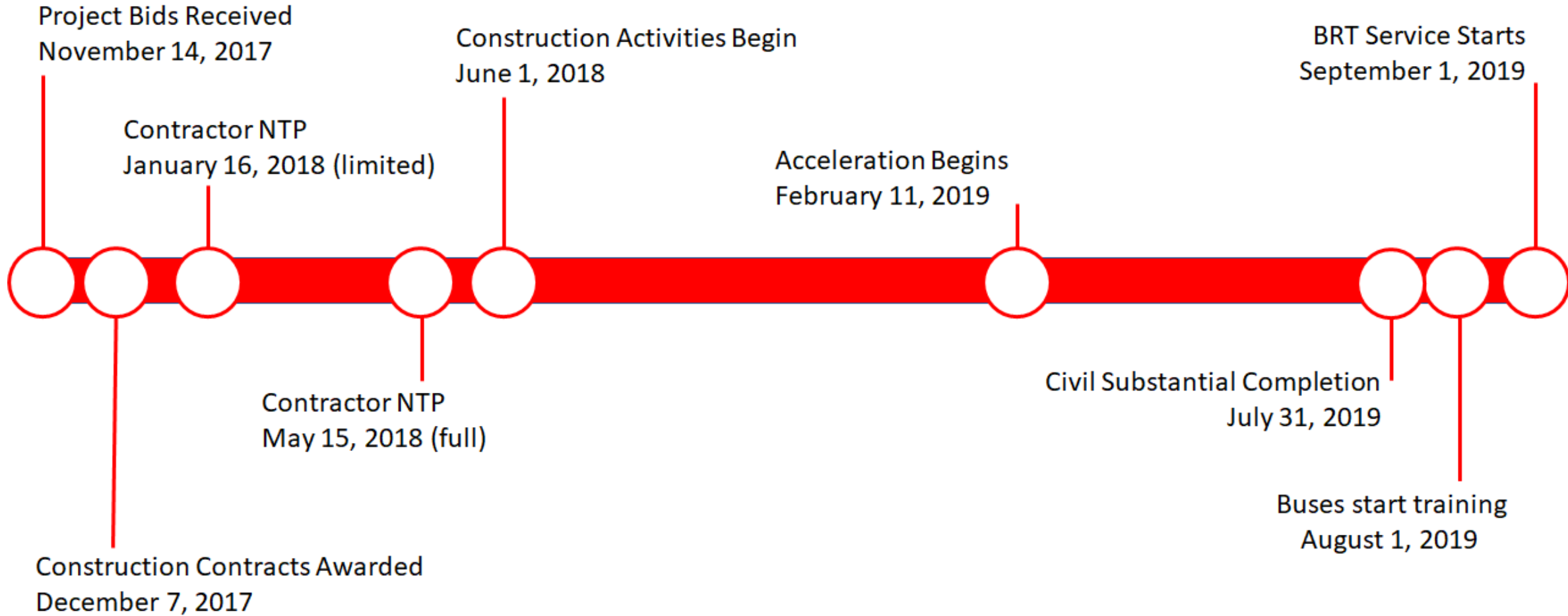


Project Components

- Stormwater
- Pavement
- Sidewalk & Curb Ramps
- Station Platforms
- Signals
- Pavement Markings
- Station Structures
- Amenities
- Signage
- Landscaping
- Security & Communication

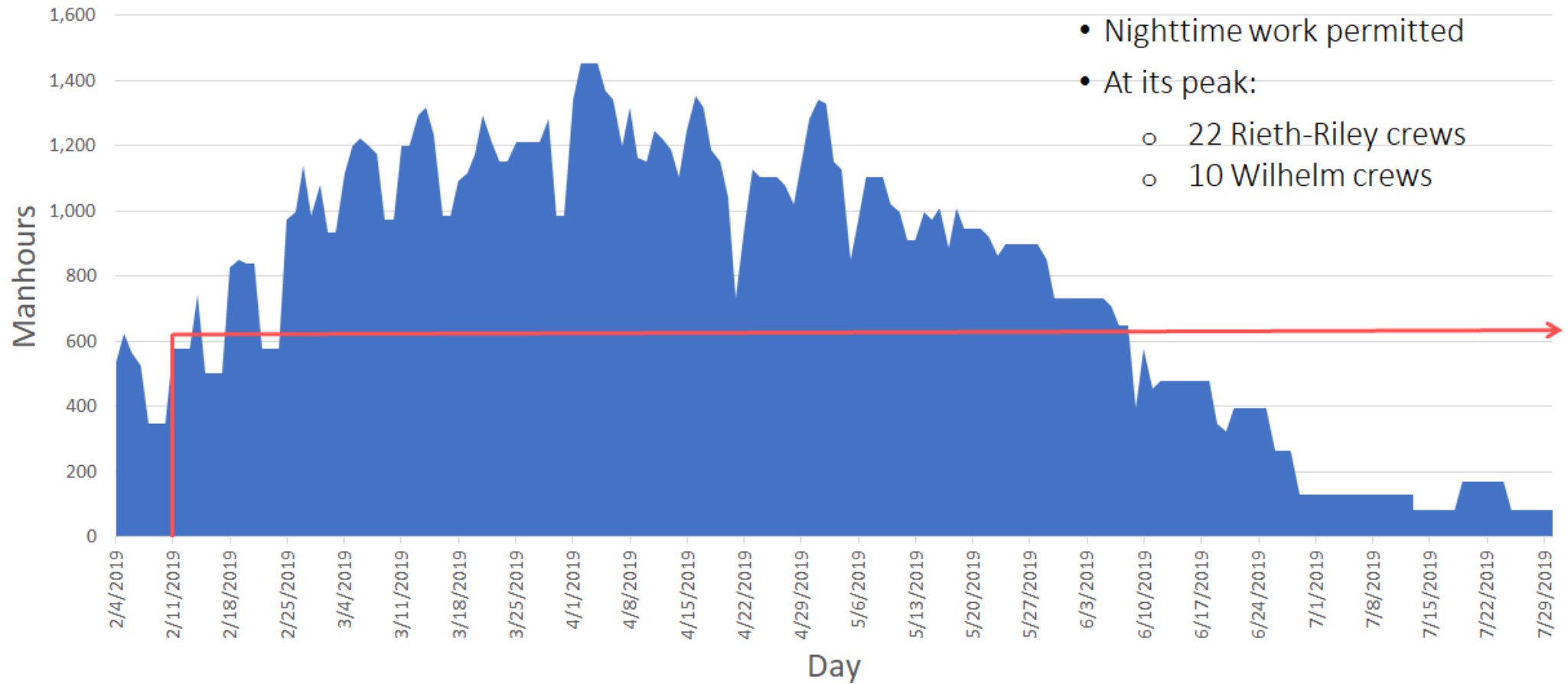


Project Schedule



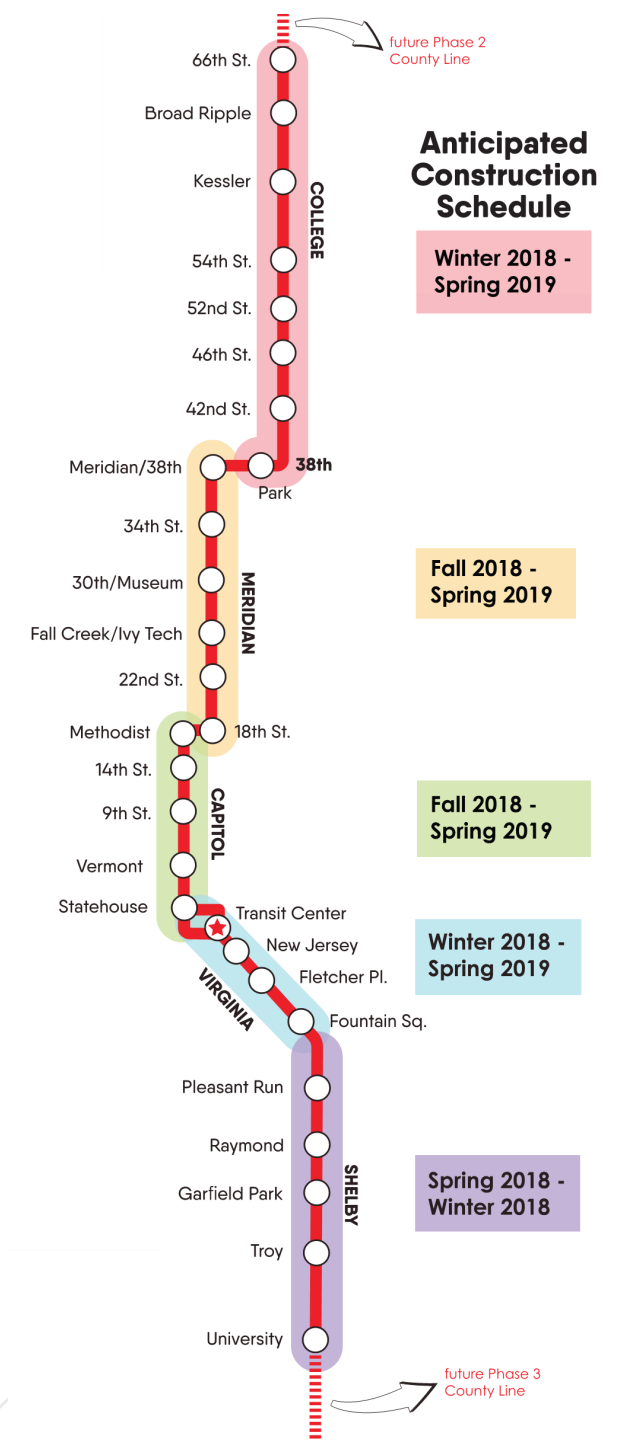
Accelerating the Work

- Work permitted up to 7 days/week
- Nighttime work permitted
- At its peak:
 - 22 Rieth-Riley crews
 - 10 Wilhelm crews



Baseline Arsenal of Tools

- Website (IndyGoRed.com):
 - Free-Standing Site
 - Live Google Map
 - Current Construction Activities
 - 3-Week Look Ahead
 - Weekly Email Sign-up (10k)



Baseline Arsenal of Tools

- Media and Public Relations
 - Press Release for all MOT changes
 - Dynamic Message Boards
 - Media Pitches to get in front of stories
 - Targeted communications with key Media People



Baseline Arsenal of Tools

- On-Going Outreach
 - Public meetings – by corridor
 - Business owner meetings

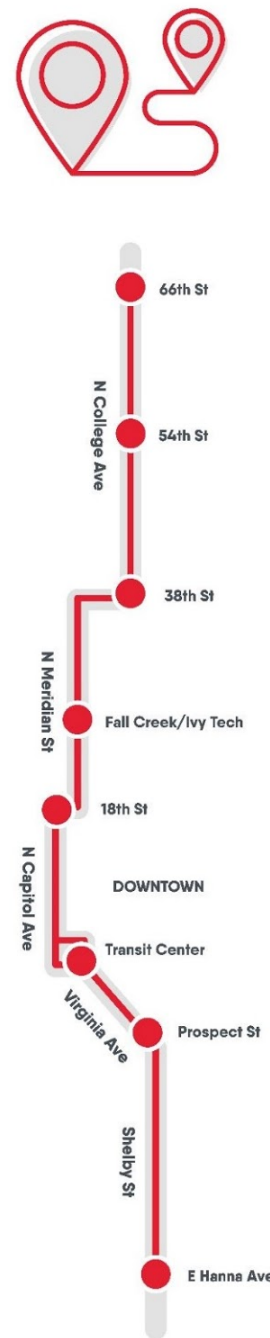


IndyGoSM

HNTB

Red Line – More Than Transit

- Infographic Updated Monthly
- Used for Messaging to:
 - Public
 - Board of Directors
 - Media



PROGRESS AS OF 7.25.19

 **57** LANE MILES OF RESURFACED ROADWAY

 **800** UPGRADED ADA CURB RAMPS

34 STATION PLATFORMS CONSTRUCTED 

26,000 LINEAR FEET OF STORM SEWER INSTALLED 

50,200 LINEAR FEET OF CURB REPLACED 

 **30,800** LINEAR FEET OF SIDEWALK REPLACED



IndyGo SM

HNTB

IndyGoRed.com

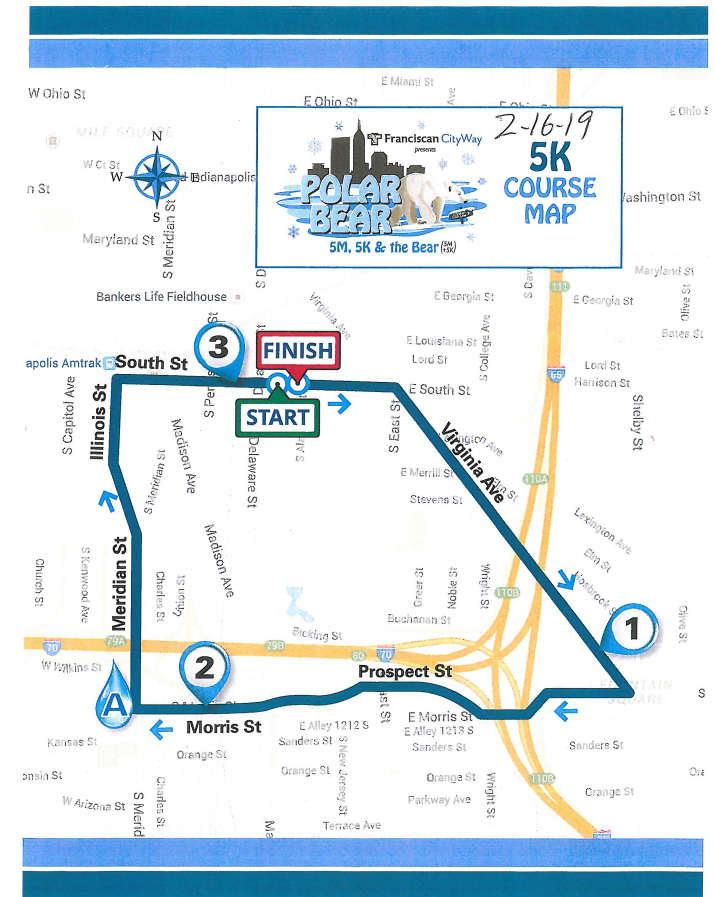
Weekly Stakeholder Meetings

- Opportunity for dialogue between stakeholders and contractors
 - Public safety
 - DPW
 - Major employers
 - Mayor's office
 - IndyGo Public Affairs
 - IndyGo Operations
 - Contractors
- Allowed stakeholders to share in distribution of information



Weekly Stakeholder Meetings

- Goal was to share information and solve problems:
 - Coordinated closures with emergency services on College – decision about whether to do full closure or partial during acceleration
 - Prepared for upcoming weather events (plates in road)
 - Coordinated MOT with upcoming races – two/month!
 - Reduced impacts to IndyGo transit stops and detour routes



Communicating Acceleration Impacts

- Business Open Signs
- Targeted outreach at major milestones and changes
 - Flyers
 - Door-to-door in person
 - Email blasts
 - Meetings with business owners

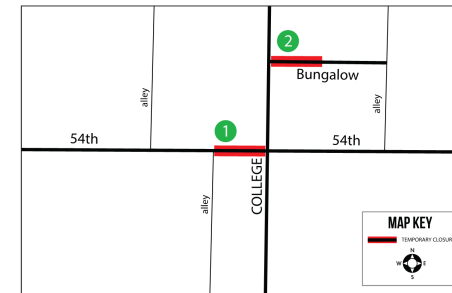
UPDATE – RED LINE CONSTRUCTION ON COLLEGE AVE.



SUMMARY

Two temporary road closures are planned for March. Each one will last for up to seven days.

- 1 54th Street west of College Avenue beginning on or after March 18.
- 2 Bungalow Court beginning on or after March 25.



All business access will remain open during this period!

This closure is needed to install storm pipe and upgrade curbs and sidewalks.

We appreciate your patience!

WWW.INDYGORED.COM
317.635.3344
@INDYGOBUS



A Team Effort

“This is a community project.”

- Working with contractor on their role in communication
- Central database of activities and contacts
- Advocacy group produced yard signs and sponsored “Transit Talks”
- Radio spots with business stakeholders
- Reviewed infrastructure communications content with DPW



Creating a Buzz

- Consistent messaging across all channels
 - Traditional public relations
 - Daily media hits, interviews, and updates
 - Website update
 - Partner and influencers supplied with communications kits for execution
- Tools and Collaborative Push
 - “Rules of the Road” videos and release w/emergency services





R red line

Rules of the Road Bus Lane 101

Creating a Buzz

- Special interest
 - Parking garage owners - contraflow lane on Capitol
- Pre-Rides
 - Invitations offered to stakeholders, longtime supports and riders, special interest groups, advocates, industry leaders



Lessons Learned

- Consistency in messaging
 - Clear expectations with contractor
 - Externally
- Share information but be realistic and don't overpromise
 - Don't share too much, b/c you only have so much control over contractor
 - 3-week look ahead – right level of information, how organized
- Google voice – be available, but not too available
- Establish good relationship with contractor
- Building trust with stakeholders



Lessons Learned

- Acknowledge that construction is frustrating and set expectation that things will change
- Be flexible and share info on variety of levels
 - Give people the level of information they need.
- Be responsive
- Know that people care about traffic and are really scared of change

Don't underestimate the need for positive energy on your team!



IndyGoSM

HNTB



13 EYEWITNESS NEWS

PROTESTING INDYGO'S RED LINE

13

AVON

6:00AM

TEMP: 41°

FORECAST: SCATTERED RAIN SHOWERS

6:10 48°

WTHR



IndyGoSM

HNTB

Thank you!

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