

# IndyGo Red Line



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# The IndyGo Red Line is a BRT system with a completely failed launch

## WHAT IS BRT? INDY'S RAPID TRANSIT

BRT is essentially light rail on rubber tires - offering almost identical services features and characteristics as light rail, but with a significantly lower cost. BRT is intended to move large numbers of people quickly and efficiently to their destinations. The future Red, Purple & Blue lines of the Marion County Transit Plan will be BRT.

### COMFORTABLE

Spacious and comfortable stations  
Elevated stations  
Ample bike racks, benches

### MODERN

Innovative architecture & specialty signage  
LED energy efficient technologies  
Real-time information

### FAST AND RELIABLE

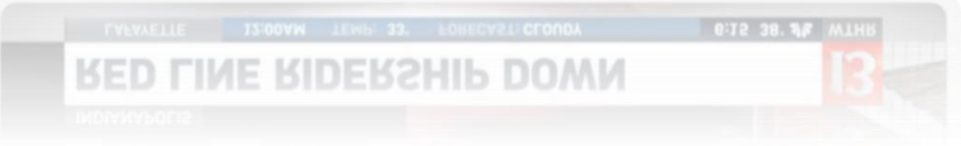
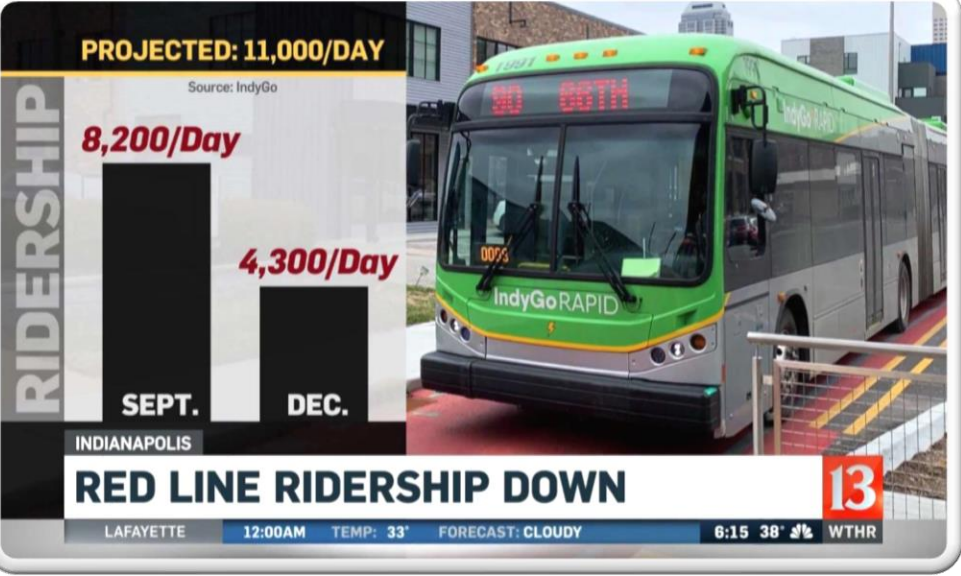
Dedicated lanes and signal priority  
Cable-tie-in technology  
Sign every 1/2 mile to 1 mile (less frequently than local bus)  
Real-time transit information

### CONVENIENT

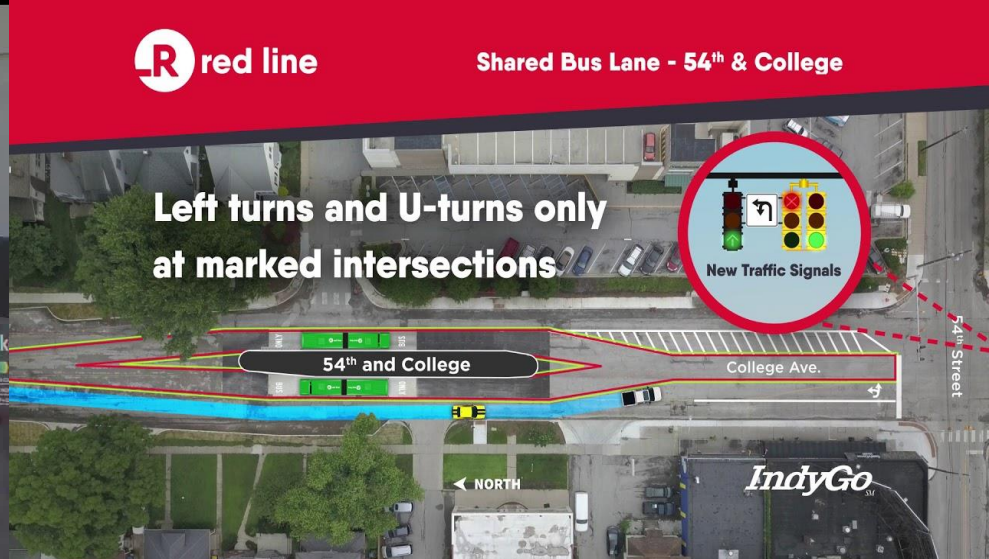
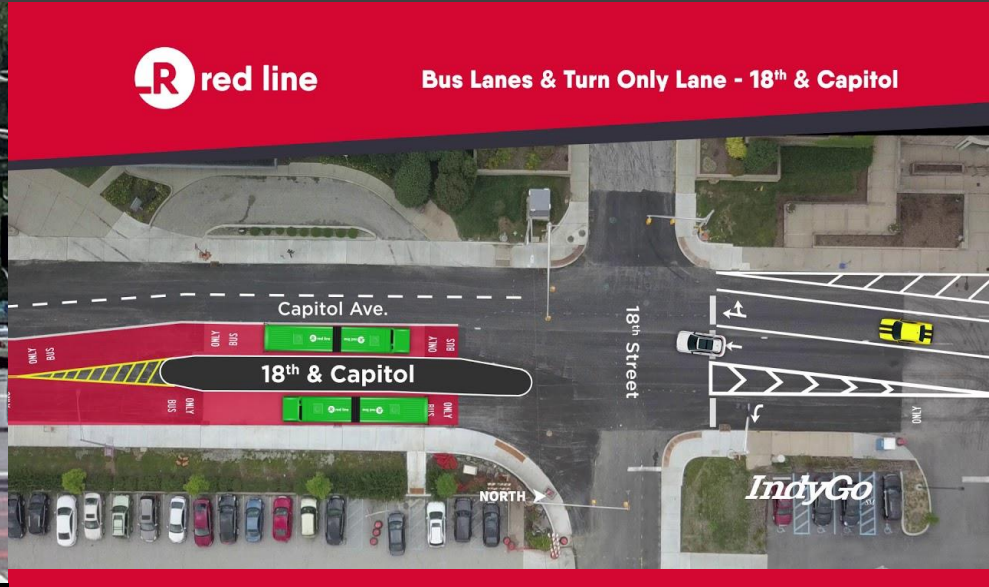
Level boarding  
Off-board fare collection  
Multiple doors for quick boarding  
Station Manager

### CONSUMER

Real-time information  
LED energy efficient technologies  
Real-time information



# The Red Line has many PR issues surrounding safety and efficiency



The success of the future Purple and Blue Lines revolves around the Red Line being successful.

## BRT RIDERSHIP

Sept 2019	246,369
Oct 2019	207,241
Nov 2019	179,757
Dec 2019	130,015
Jan 2020	138,480
Feb 2020	114,910
March 2020	93,763
April 2020	62,700
May 2020	51,480
June 2020	59,642*
July 2020	71,818*

\*(A 20% increase!)\*

[IndyGo]

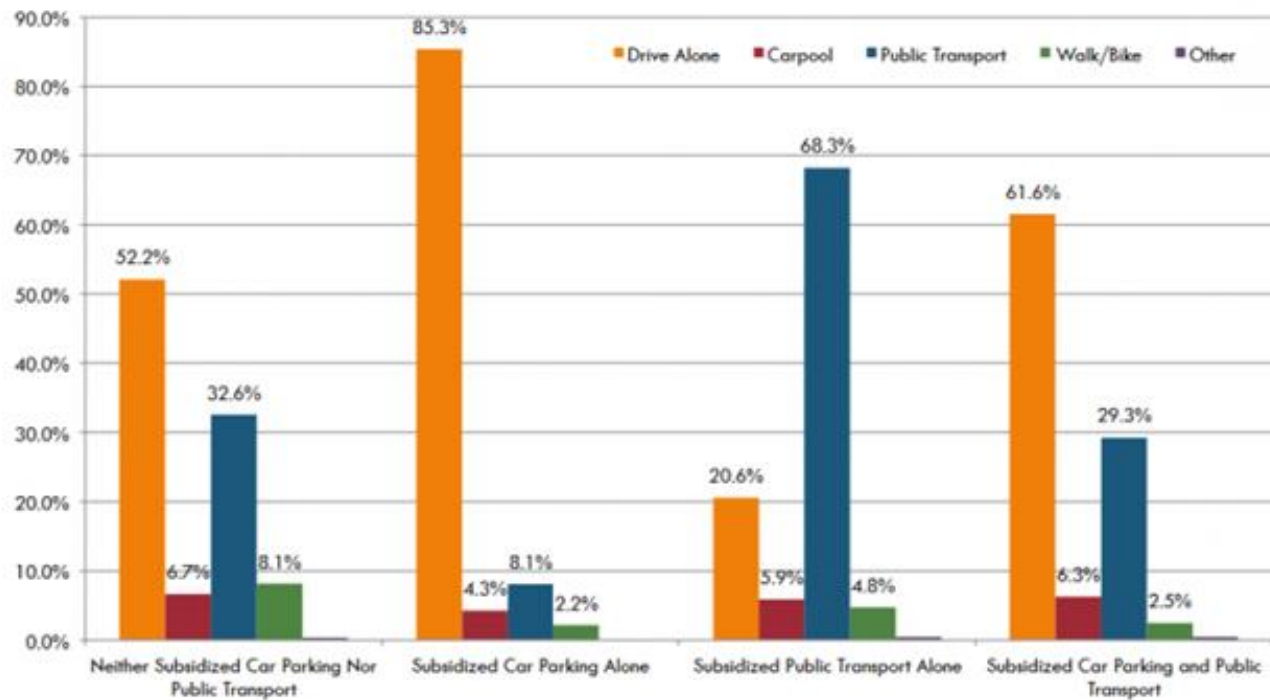


[IndyStar]

IndyStar.  
PART OF THE USA TODAY NETWORK

# Private and public cooperation is essential to disincentivize the car.

## Commute mode & commuter benefit category for all DC commuters



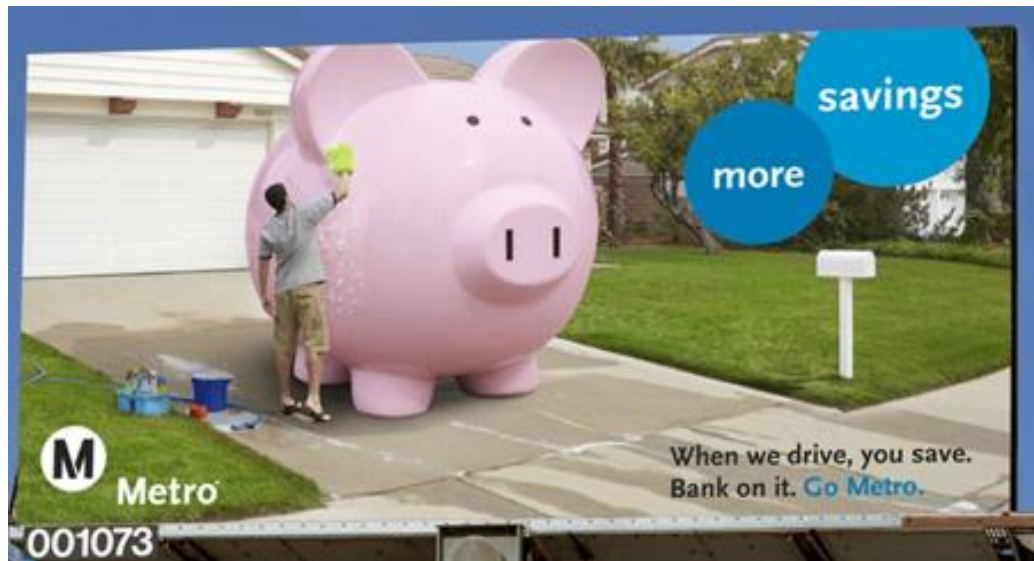
Source: Calculations by Andrea Hamre using the 2007/2008 DC Household Travel Survey Sample: 3,238 commuters working in Washington, DC with a reported commute mode and commuter benefits (excludes those who worked at home); Regional sample weights applied.

[Journal of Public Transportation and Coalition for Smarter Growth]

Private and public cooperation is essential to disincentivize the car.



[AIGA]

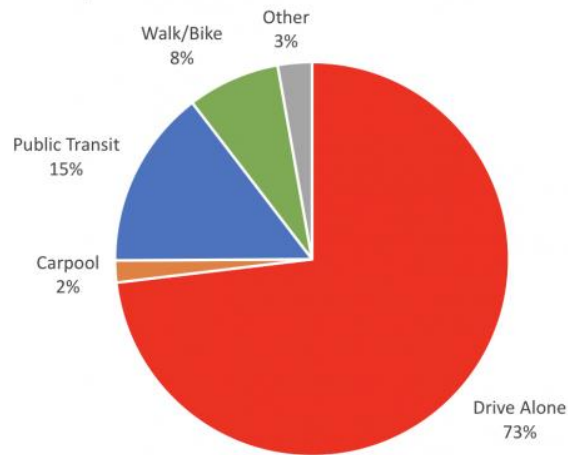


[AIGA]

# Monetary marketing measures are effective at disincentivizing the car.

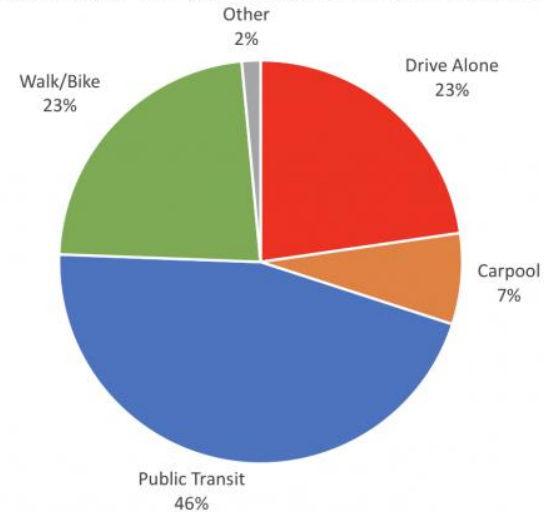
## Availability of Free Parking Affects Commuting Choices for DC Residents

Transport Modes for DC Residents with Free Parking



22% of Total Residents

Transport Modes for DC Residents without Free Parking

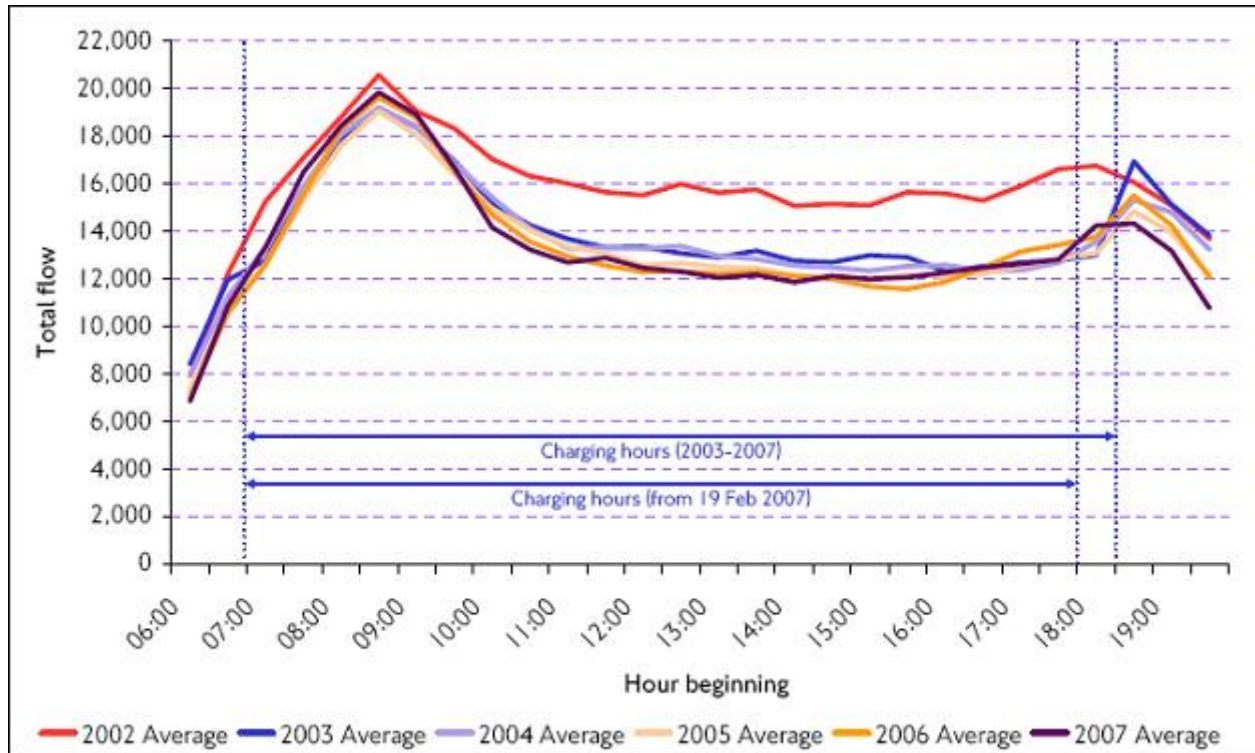


78% of Total Residents

Source: Calculations by Ken Joh, Senior Statistical Survey Analyst, Metropolitan Washington Council of Governments, using the 2007/2008 DC Household Travel Survey  
Sample: 987 DC residents working in Washington, DC with reported commute mode; Regional sample weights applied

[Greater Greater Washington]

# Monetary marketing measures are effective at disincentivizing the car.



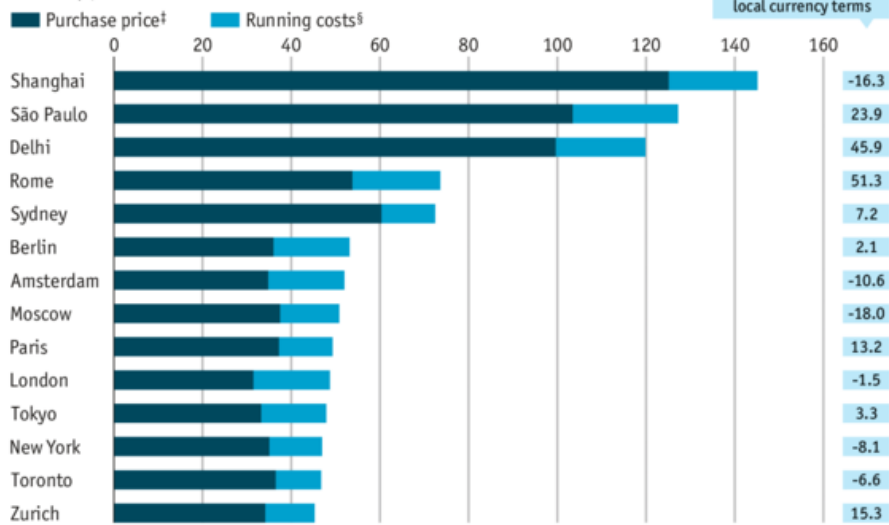
[University of Leeds]



# Monetary marketing measures are effective at disincentivizing the car.

## Cost of owning a car

Selected cities, average cost of buying and running a family car\*  
2010-12, \$'000 at PPP†

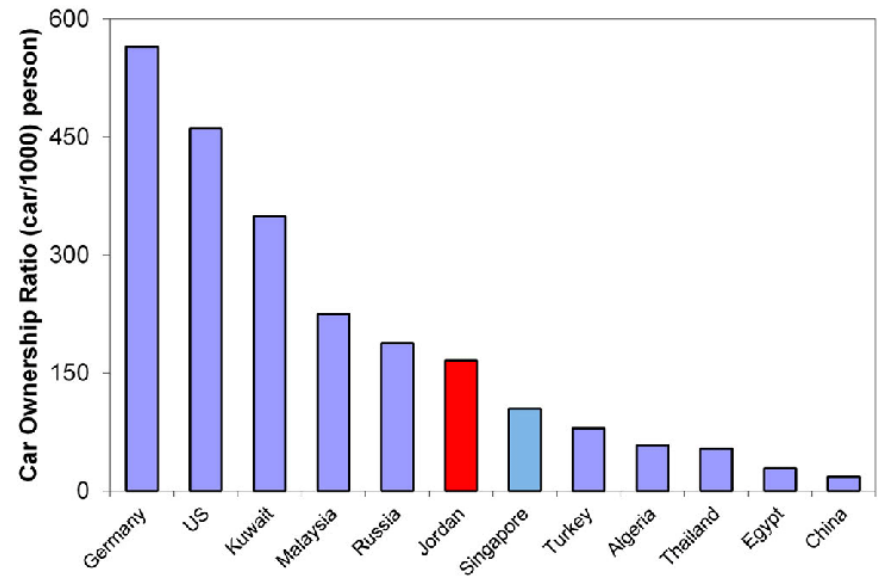


\*1.8-2.5 litre engine †Purchasing-power parity ‡New car 2010 price §Road tax or registration fee, service with no major repairs, insurance and petrol consumption for 10,000 miles (16,100km) at 35mpg (12.4km/litre) for three years

Sources: Economist Intelligence Unit; IMF; *The Economist*

[Economist.com/graphicdetail](http://Economist.com/graphicdetail)

[The Economist]

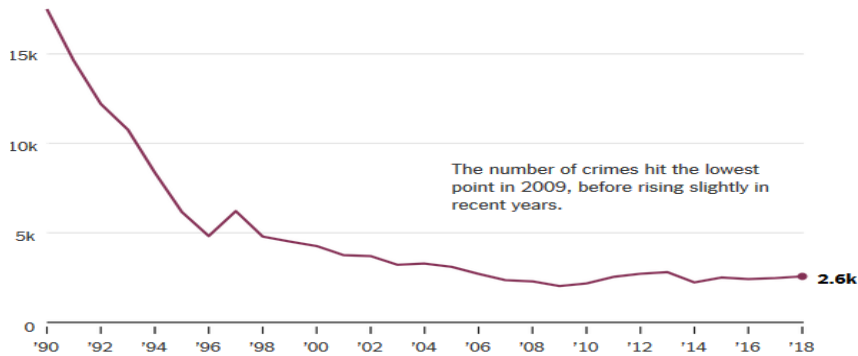


[International Journal of Sustainable Energy]

# Providing comfort and safety for riders.

## Subway Crime Has Fallen Drastically Since 1990

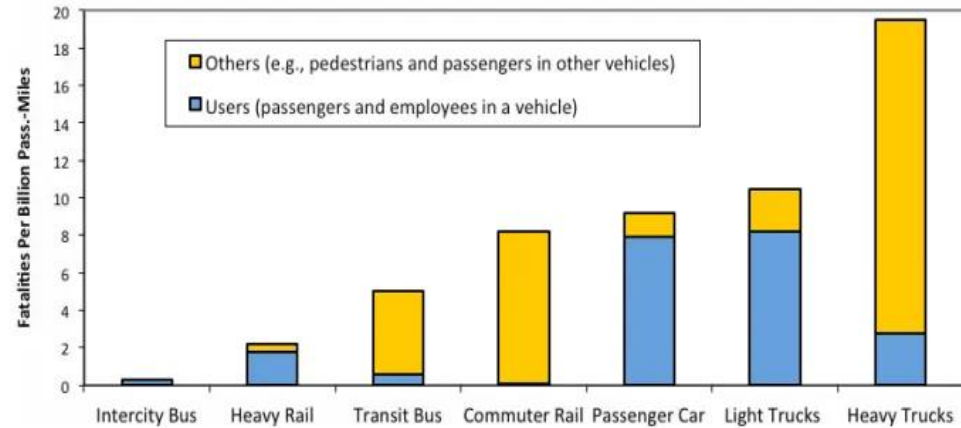
Major felonies on the New York City subway system



Major felonies include homicide, rape, robbery, assault, burglary and grand larceny.

By The New York Times | Source: New York Police Department

[FAIR]



Source: Litman and Fitzroy 2012, based on FHWA and APTA data

[Streetsblog USA]

# The Red Line must be technologically available to a variety of users on the go.

The screenshot shows the IndyGo website interface. At the top left is the "IndyGo" logo. To the right are links for "Text Only", "Mobile", and "Download apps via" with icons for the App Store and Google Play. Below these are buttons for "Try myStop" and "Log In Here". A navigation bar includes "Full Screen", "Feedback", and "Bookmark". The main content area features a map of Indianapolis with a bus route highlighted in black. On the left, a "Routes" sidebar is open, showing a list of routes with their numbers and names. The "Michigan Street" route is selected, and a list of bus numbers (4, 5, 6, 8, 10, 11, 12, 13, 14, 15, 16, 18, 19, 21, 24) is displayed next to their respective route names.

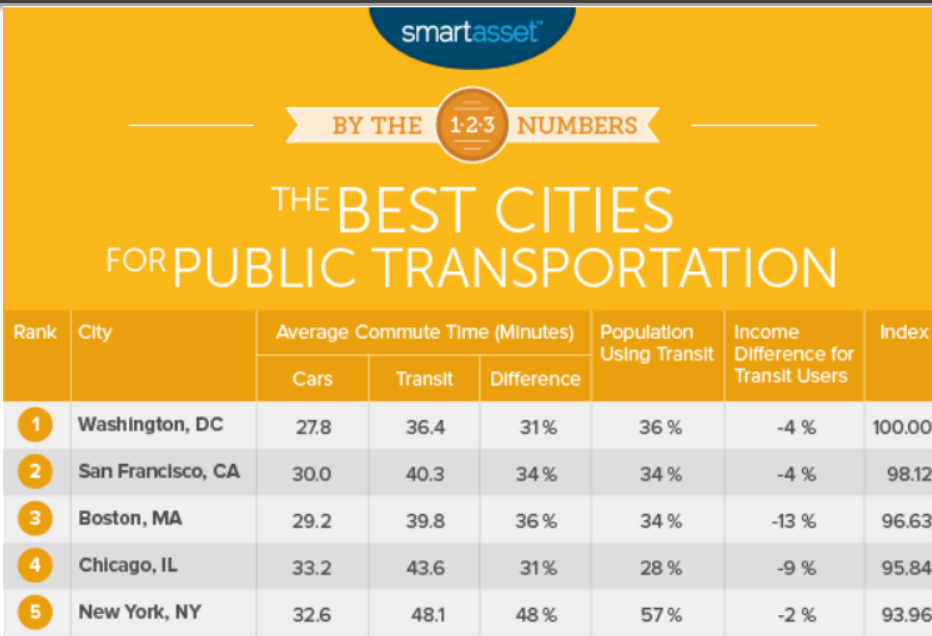
Number	Name
2	East 34th St
3	Michigan Street
Michigan Street	
Bus #: 1916   2085	
4	Fort Harrison
5	East 25th St
6	Harding
8	Washington
10	10th Street
11	East 16th St
12	Minnesota
13	Raymond Street
14	Prospect
15	West 34th St
16	Beech Grove
18	Broad Ripple
19	Castleton
21	East 21st St
24	Mars Hill

[IndyGo]

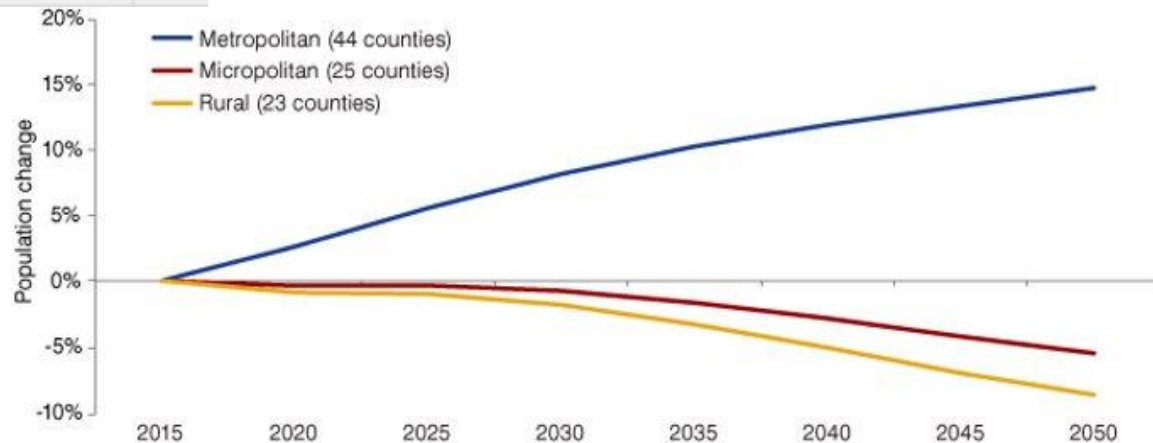


The screenshot shows a mobile app interface. At the top, there is a status bar with the time "5:24", signal strength, Wi-Fi, and battery level "19%". Below the status bar is a map showing a route with a red location pin. A red button labeled "View Service Alerts" is overlaid on the map. Below the map, the text "Stop 3002" and "INTERMODAL TRANSIT FACILITY" is displayed. A blue button labeled "Get Walking Directions" is below the text. At the bottom, it says "Last Updated at 5:24:13 pm" and "Next Departures From Stop".

# Public transportation is the future.



[Smart Asset]



[Indiana Business Research Center]

In summary, the use of cars must be disincentivized while rider satisfaction and urban mobility are prioritized.



[Independent Mail]

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Neil deMause Neil deMause is a Brooklyn-based journalist who is the author of two books and innumerable articles for a multitude of news outlets, et al. "NYT Reports on 'Perception' of Subway Danger-but Can't Perceive Racism." *FAIR*, 6 Feb. 2019, [fair.org/home/nyt-reports-on-perception-of-subway-danger-but-cant-perceive-racism/](http://fair.org/home/nyt-reports-on-perception-of-subway-danger-but-cant-perceive-racism/).

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