



Indianapolis Public Transportation Corporation

PURDUE
UNIVERSITY

**THE 98th
ANNUAL ROAD**

Tuesday, March 6, 2012
through
Thursday, March 8, 2012

SCHOOL

Wednesday, March 7, 2012

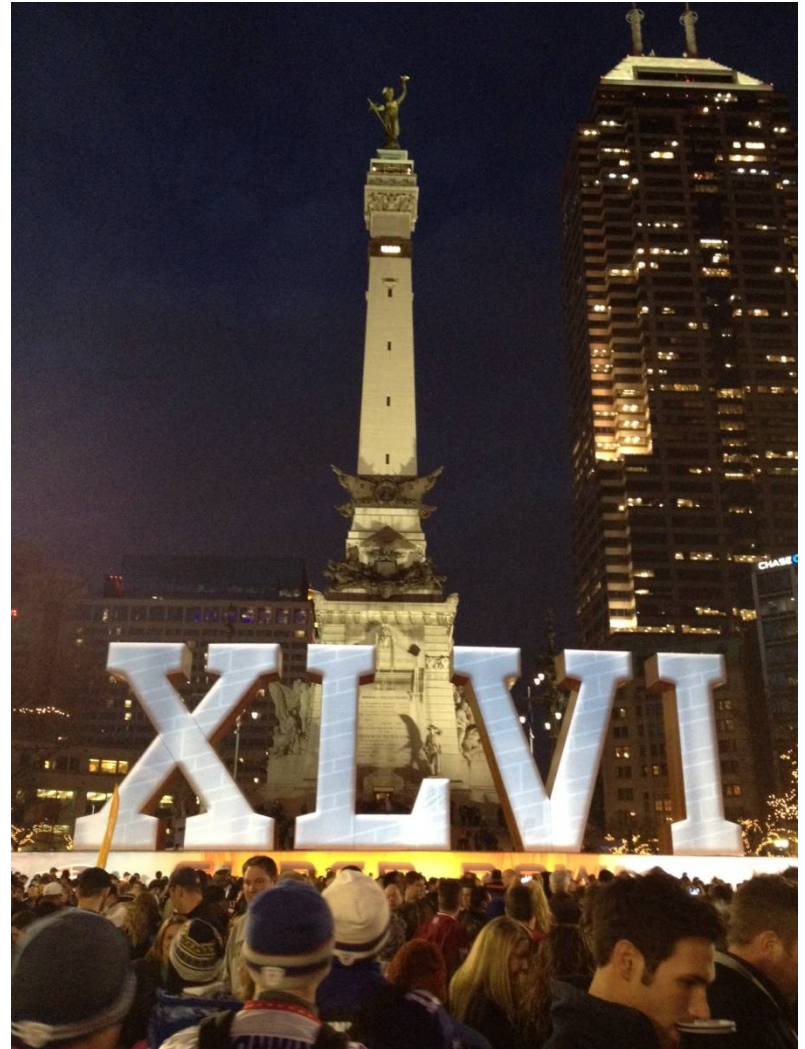
Super Bowl and Transit 2012

Presenters:

Samantha Cross, Vice President of Business Development
Annette Darrow, Manager of Planning & Scheduling

Overview

IndyGo's
preparation for the
2012 Super Bowl in
downtown
Indianapolis
including post
observations and
stats.

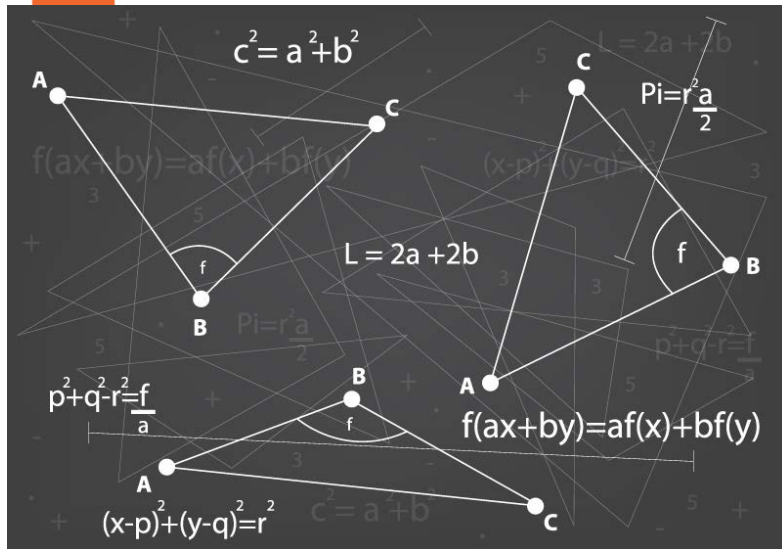


Local Organizing Committee

- Business Development; Parking & Transportation
- Operations; Parking & Transportation; Security
- Executive; Parking & Transportation; Weather Preparedness
- Know Before You Go – local public campaign for travel



Planning Variables

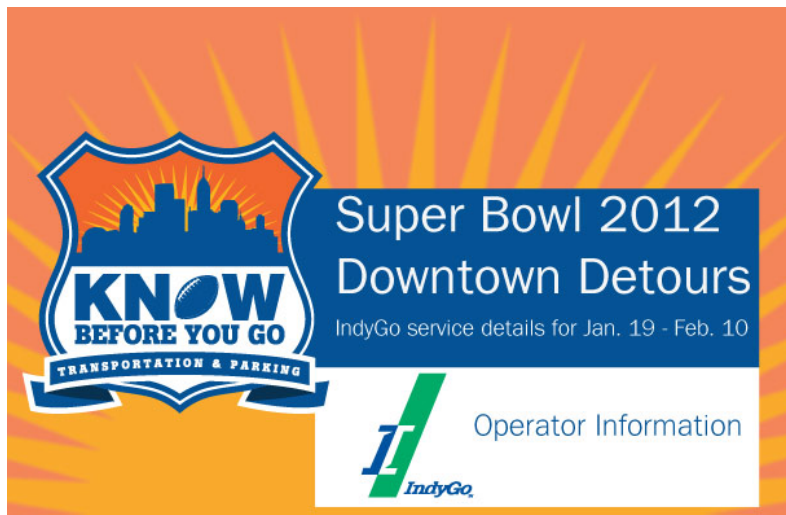


- Funding limitations
- FTA Charter restrictions
- Downtown street closures/restrictions
- Transit Advertising
- Passenger Communication
- Training
- Weather

Planning by Division

Business
Development

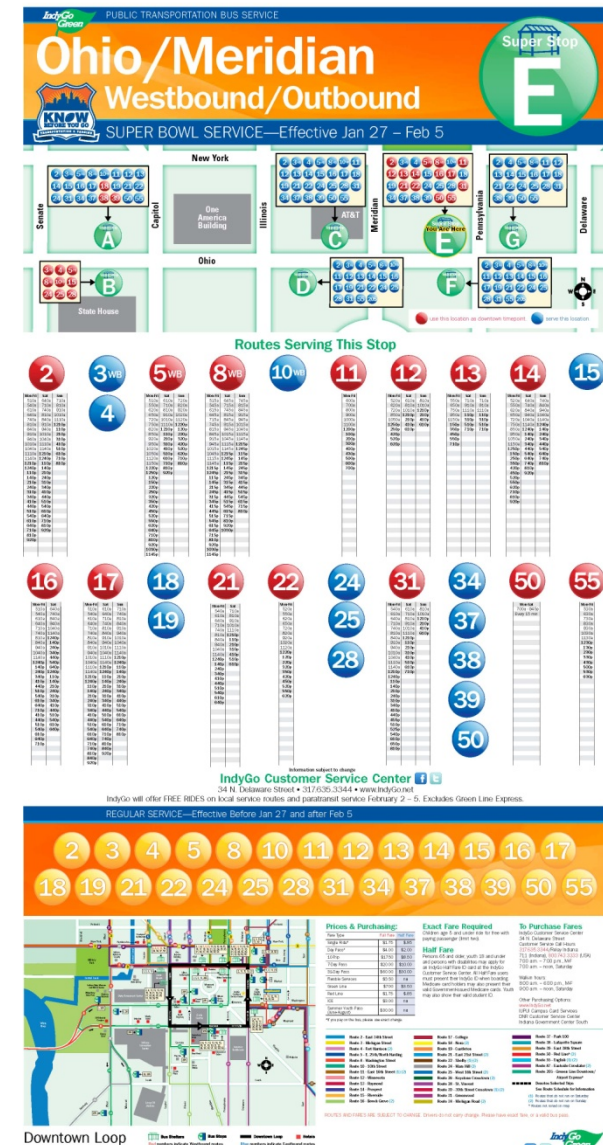
- Transit Advertising – dealing with NFL, Clear Channel Outdoor
- Planning & Scheduling – route development; location of timetables; Operator Information



Planning by Division

Business Development

- Marketing & Communications – website, signage, bus announcements, promotional material
- CMAQ grant – Free rides Feb. 2 - 5
- Customer Service – super service training, staff schedules



Planning by Division

Operations

- Safety & Training – operator training, TSA/Homeland Security, building checks
- Maintenance – staff scheduling; vendor preparation; roving maintenance vehicle



Planning by Division

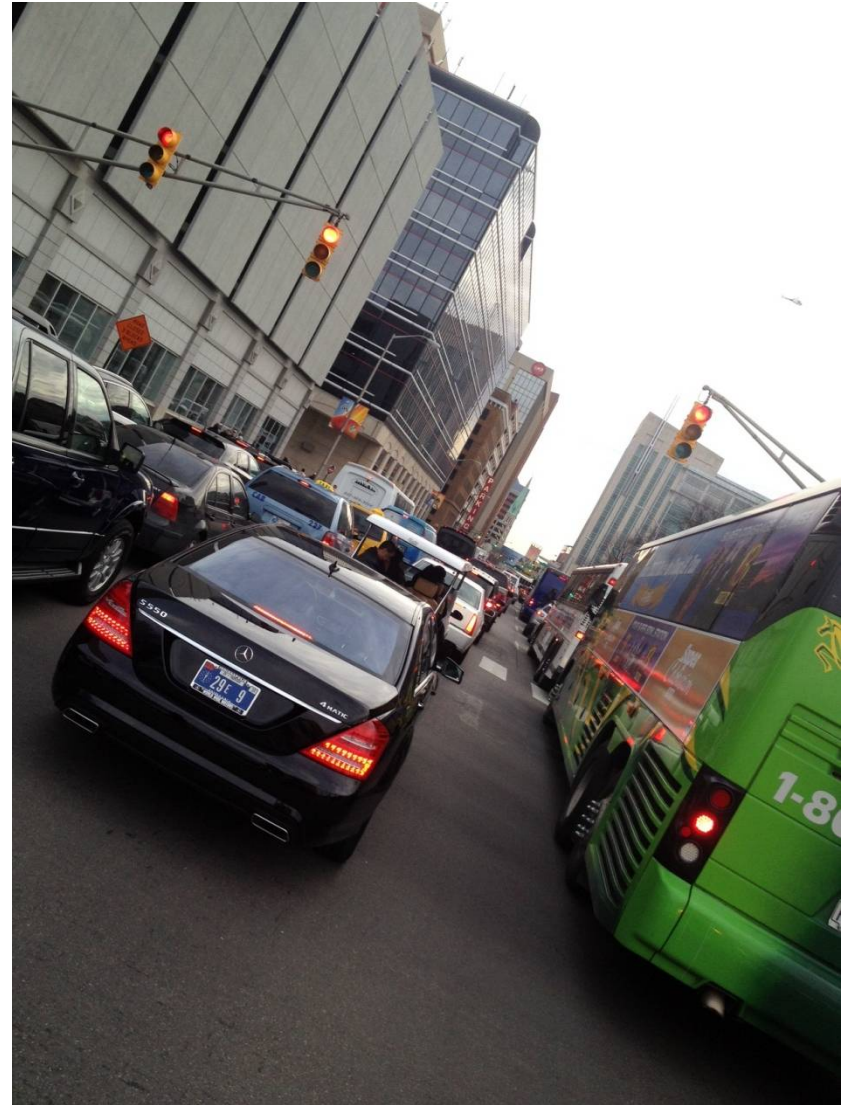
Operations

- Transportation – boosting routes; regular service updates; daily ops plan; staff volunteers
- Paratransit – training dispatch & reservations; extra vehicles
- Green Line -- Airport Express – extra buses (contracted service)



Observations

- Detour – liked by staff and passengers
- Downtown traffic – congestion/traffic control
- Funding – prevented additional service (hours of operation and frequency)



Observations



- Real Time data – would have been helpful after call center hours
- Demand – exceeded capacity throughout 10 days – mostly residents

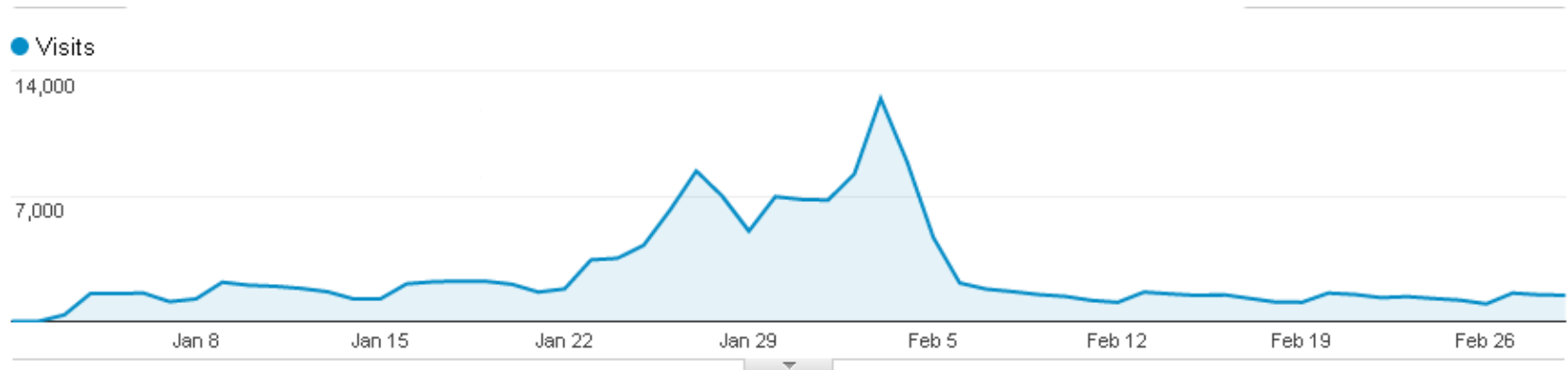
Results

- 39% increase in ridership over 10 days
- 141,000 rides in four days
- Paratransit – great on-time performance
- Call Center – 19,713 calls in 10 days (53% increase)



Results

- IndyGo.net – 75,255 visits in 10 days (307% increase)
- Great community response, especially media coverage



FIXED ROUTE RIDERSHIP

Date	Rides	Average Day	% Change
1/27/2012	34,240	30,470	12%
1/28/2012	22,237	16,097	38%
1/29/2012	10,658	7,241	47%
1/30/2012	37,123	28,208	32%
1/31/2012	38,709	33,312	16%
2/1/2012	39,789	32,598	22%
2/2/2012	40,049	32,338	23%
2/3/2012	47,313	30,470	55%
2/4/2012	35,223	16,097	119%
2/5/2012	19,871	7,241	173%
Total	325,212	234,072	39%

GREEN LINE RIDERSHIP

Date	Rides	Average Day	% Change
1/27/2012	147	178	-17%
1/28/2012	50	26	92%
1/29/2012	109	51	114%
1/30/2012	46	88	-48%
1/31/2012	93	42	121%
2/1/2012	74	38	95%
2/2/2012	136	62	119%
2/3/2012	207	178	16%
2/4/2012	196	26	654%
2/5/2012	174	51	241%
Total	1,232	740	66%

Stats

Paratransit

OPEN DOOR CALLS

Date	Calls	Average Day	% Change
1/27/2012	289	386	-25%
1/28/2012	342	333	3%
1/29/2012	388	343	13%
1/30/2012	474	501	-5%
1/31/2012	444	434	2%
2/1/2012	365	298	22%
2/2/2012	330	271	22%
2/3/2012	434	386	12%
2/4/2012	339	333	2%
2/5/2012	329	343	-4%
Total	3,734	3,628	3%

OPEN DOOR RIDES

Date	Rides	Average Day	% Change
1/27/2012	968	936	3%
1/28/2012	246	242	2%
1/29/2012	219	232	-6%
1/30/2012	983	966	2%
1/31/2012	955	926	3%
2/1/2012	981	998	-2%
2/2/2012	1022	944	8%
2/3/2012	1056	936	13%
2/4/2012	341	242	41%
2/5/2012	302	232	30%
Total	7,073	6,654	6%

Stats

Customer Interactions

CALL CENTER INQUIRIES

Date	Calls	Average Day	% Change
1/27/2012	2,801	1,966	42%
1/28/2012	675	345	96%
1/29/2012	N/A	N/A	N/A
1/30/2012	2,966	1,948	52%
1/31/2012	2,952	2,125	39%
2/1/2012	2,965	2,088	42%
2/2/2012	3,592	2,062	74%
2/3/2012	2,875	1,966	46%
2/4/2012	887	345	157%
2/5/2012	N/A	N/A	N/A
Total	19,713	12,845	53%

WEBSITE INQUIRIES

Date	Visits	Average Day	% Change
1/27/2012	8400	1700	394%
1/28/2012	6973	1330	424%
1/29/2012	5051	1444	250%
1/30/2012	6965	2575	170%
1/31/2012	6809	2587	163%
2/1/2012	6774	2509	170%
2/2/2012	8229	1879	338%
2/3/2012	12440	1700	632%
2/4/2012	8924	1330	571%
2/5/2012	4690	1444	225%
Total	75,255	18,498	307%

Conclusion

Q & A

