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

Project Bids Received
November 14, 2017

Construction Activities Begin
June 1, 2018

Construction Contracts Awarded
December 7, 2017

Contractor NTP
January 16, 2018 (limited)

Contractor NTP
May 15, 2018 (full)

Acceleration Begins
February 11, 2019

Civil Substantial Completion
July 31, 2019

BRT Service Starts
September 1, 2019

Buses start training
August 1, 2019

IndyGo HNTB
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
Red Line – More Than Transit

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

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
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
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!
PROTESTING INDYGO'S RED LINE
Thank you!

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