



Transit Authority of River City

Challenge: In 2018, the multimodal transit system in Louisville, Kentucky, was all too often viewed as just a public bus system that served only the limited population – exclusively within city limits.

Action: Through, Icarus helped reposition the Transit Authority of River City (TARC) into a highly valued part of the whole region's long-term economic development. We designed and conducted multiple in-person and online surveys across key audiences – business leaders, public officials, and current and prospective riders.

The research aimed to understand better how stakeholders felt about TARC, its services, and improvement ideas. Icarus then performed our sophisticated analysis to uncover and package both high-level and detailed findings. The data identified key audience demographics – resident satisfaction levels broken down by demographic, motivators of, and barriers to using GARTC and more. As the final phase, we used the quantitative data to inform a long-term, community-wide outreach, and communications plan.

Results: Icarus Consulting is now helping Transit Authority of River City (TARC) share this strategic transit plan with its various stakeholders, advance it with the public and roll it out across the broad region it serves – with measurable success.

In particular, a series of highly adaptable, Icarus produced ‘Did You Know?’ messaging has been particularly useful in spreading the word about the many data-backed benefits of riding TARC.

Icarus Consulting’s research and support are explicitly designed to ensure that the Transit Authority of River City (TARC) becomes a national model in successfully driving transit forward, and to assure and maintain Albany’s place as one of the best cities where everyone can live, work, and play.

WE LOOK FORWARD TO HEARING FROM YOU

More information can be found on our web site:

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