



Broadway All the Way Outreach Summary: Week of 11/17/24

The project team continued the building awareness campaign and community engagement process, reinforcing the project objectives and goals with the public. They gathered additional input on the project's purpose and need, distributed updated marketing materials about the plan and its website, and encouraged participants to complete the survey to provide ongoing feedback on the Broadway and Bardstown Road corridors.

Event/Location/Date

TARC Pop-Up: Bardstown Rd & Grinstead; Monday, 11/18/24 from 7AM – 10AM

Conversations on Broadway: Broadway & Baxter Ave; Monday 11/18/24 from 4PM – 7PM

Business Canvassing: Bardstown Rd. from Baxter Ave – Eastern Pkwy; Tuesday, 11/19/24 from 10AM – 12PM

Business Canvassing: Bardstown Rd. from Eastern Pkwy – Taylorsville Rd; Wednesday, 11/20/24 from 11AM – 2PM

Conversations on Broadway: Broadway & 2nd St.; Thursday 11/21/24 from 7AM – Noon

Team Participants

Gresham Smith, AECOM, C2, and EHI Consultants Staff

Attendees

195 total community members

- 9 community members at Bardstown Rd & Grinstead (TARC Pop-Up)
- 15 community members at Broadway & Baxter Ave (ConB)
- 45 community members at Bardstown Rd. from Baxter Ave – Eastern Pkwy (Bus. Canvassing)
- 111 community members at Broadway from Eastern Pkwy – Taylorsville Rd (Bus. Canvassing)
- 15 community members Broadway & 2nd St. (ConB)

Summary

Pedestrian Improvements:

- **Street Crossing:** Businesses along Bardstown Road from Eastern Pkwy. to Taylorsville Rd. indicated that they often see near-misses of pedestrians attempting to cross the street and not being seen by vehicles. Though this section of the corridor is not as wide as other stretches, the increased amount of foot traffic and vehicle traffic

compared to the rest of the corridor creates opportunities for many conflicts.

- **Safety Concerns:** Individuals discussed poor lighting along high traffic areas (vehicle and pedestrian). Poor lighting creates a perception of unsafe conditions, especially during evening hours.

Access:

- **Transit:** Participants at the Conversation on Broadway event on Broadway and 2nd St. voiced concerns about access to transit stops. They also had questions on the consistency of transit, indicating that they rely heavily on TARC lines on Broadway for their daily commutes.
- **Conflicts:** Participants at the TARC Pop-Up at Bardstown Rd. and Grinstead Dr. and businesses along Bardstown Road from Eastern Pkwy. to Taylorsville Rd. both indicated that individuals have issues navigating the sidewalks because of utilities set in the path, cyclists that often use the sidewalk instead of the roadway, and rental scooters that are left in the middle of the sidewalk

Speeding and Safety Concerns:

- **Recurring Issue:** Speeding, especially in the area around Broadway and 2nd St., remained a primary concern along the corridor. This intersection is one of the most dangerous along the corridor.
- **Unsafe Drivers:** Participants who stopped by the Conversations on Broadway event at Broadway and 2nd Street discussed concerns about distracted and unsafe drivers in the 12th street to Campbell street section of the corridor.

Implementation Concerns:

- **Accessing Business:** Businesses along Bardstown Road from Eastern Pkwy. to Taylorsville Rd. had many questions about how patrons would access their locations during construction. They indicated that they rely heavily on foot traffic and were concerned that interruption of this traffic would negatively impact their performance.
- **Timeline and Notification:** Businesses along Bardstown Road from Eastern Pkwy. to Taylorsville Rd. asked about the timeline for the start and completion of the project. They stated that they will need sufficient advance notification to ensure that they would be able to plan for changes and communicate with their patrons.

Participant Description

TARC Pop-Up: Bardstown Rd & Grinstead:

Participants at this location included retirees that live nearby, employees on their commutes to work, and unhoused individuals.

Conversations on Broadway: Broadway & Baxter Ave: Participants were a mix of Black and White students, young professionals, and unhoused individuals.

Conversations on Broadway: Bardstown Road and Grinstead Drive:

Participants were primarily white in the age range of 20-65. Most participants were local residents who utilize the corridor daily.

Business Canvassing: Bardstown Rd. from Baxter Ave – Eastern Pkwy:

A variety of restaurants, coffee shops, retail establishments, tattoo shops, and social services

Business Canvassing: Bardstown Rd. from Eastern Pkwy – Taylorsville Rd:

A variety of retail establishments, restaurants, coffee shops, professional offices, salons, and social services.

Conversations on Broadway: Broadway & 2nd St:

Participants were a mix of Black and White students, young professionals, and unhoused individuals.

Photos

