



Broadway All the Way Outreach Summary: Week of 10/20/24

The project team launched the building awareness campaign and community engagement process, introducing the project objective and goals to the public. They gathered input on the project's purpose and need, shared marketing materials about the plan and its website, and encouraged participants to complete a survey providing feedback on the Broadway and Bardstown Road corridors.

Event/Location/Date

Cyclouvia: Bardstown Rd & Eastern Parkway; Sunday, 10/20/24 from 2PM–5PM

Conversations on Broadway: 28th & Broadway; Tuesday, 10/22/24 from 7AM – 10AM

Business Canvassing: Broadway from 44th – 28th St.; Wednesday 10/23/24 from 11AM – 1PM

TARC Pop-Up: 18th & Broadway; Thursday 10/24/24 from 3:30PM – 6:30PM

Team Participants

EHI Consultants Staff

Attendees

80 total community members

- 25 community members at Cyclouvia
- 20 community members at 28th & Broadway (Conversations on Broadway)
- 15 community members at 44th – 28th St (Business Canvassing)
- 20 community members at 18th & Broadway (TARC Pop-Up)

Summary

Speeding and Safety Concerns:

- **Recurring Issue:** Speeding, especially along West Broadway emerged as the most frequently cited issue along the corridor. Many participants expressed concerns about pedestrian safety, particularly at crosswalks and intersections.
- **Community Impact:** Residents emphasized the need for traffic calming measures and reduced speed limits, and better enforcement to address the dangers posed by excessive vehicle speeds.

Insufficient Lighting:

- **Safety Concerns:** Participants highlighted inadequate lighting along key segments of the corridor, particularly in areas with heavy pedestrian

activity. Poor lighting creates a perception of unsafe conditions, especially during evening hours.

Inconsistent Transit Service:

- **TARC Challenges:** Riders expressed frustration with the inconsistency and unreliability of TARC services. Late or missed buses were noted as common issues, causing difficulties for those relying on public transit for work, school, or appointments.

Participant Description

Cyclouvia: Participants were primarily White or Black, with a wide range of ages. Most were residents of nearby neighborhoods who have also participated in previous Cyclouvia events.

Conversations on Broadway: 28th & Broadway: Participants were primarily Black, with ages ranging from mid 20s and older. The majority were riding TARC, shopping at Kroger, and traveling to places of employment and various social services.

Business Canvassing: 44th – 28th St: A variety of convenient stores, retail establishments, and social services.

TARC Pop-Up: Participants were primarily Black, with ages ranging from 30s and older. Riders were mainly traveling home and to places of employment.

Photos

