City:One Indianapolis Challenge
Challenge Brief Report
June 2019

A reference guide for applicants summarizing the Indianapolis Explore Phase community engagement and research
City:One is a Ford Mobility initiative to transform cities by solving mobility problems one person at a time.

We launched this initiative because when you think about how drastically mobility is changing, it can be daunting to think through all the pieces that need to fit together. The City:One framework zooms down to one person, one solution at a time to provide an intimate view of a city’s needs and how they might be addressed with new innovative solutions.

One of our flagship programs is the City:One Challenge, an innovation competition that invites residents to share their transportation experiences then issues a call to action for entrepreneurs to propose ideas to address them. Through this program, we invite you to help us shape the future of mobility, together.

Thank you,

Aniela Kuzon
Founder and Global Lead, City:One Innovation
This Indianapolis Challenge Brief Report provides a summary of findings from our Indianapolis Challenge Explore Phase and serves as a reference guide as you develop and/or tailor your mobility ideas to address the local needs of Indianapolis communities.

It is structured in three parts:

1. Indianapolis Challenge Overview
2. Explore Phase Summary and Findings
   - Explore Phase Process
   - Benchmarking Mobility Behaviors
   - Challenge Question and Opportunity Areas
   - Opportunity Area Insights
3. Propose Phase Instructions
   - How to Apply
   - Application Process
   - Reference and Additional Resources
Key insights and stories from those we’ve interviewed, observed and met in Indianapolis that ground us in empathy and can serve as inspiration for your own storytelling and innovation.

An exhaustive set of community stories, residents’ needs or opportunities for innovation in mobility in Indianapolis. Everyone’s experience is different – let’s work together to uncover as many experiences as we can throughout the Challenge.
Indianapolis Challenge Overview
The Indianapolis City:One Challenge is a public-private partnership aimed at crowdsourcing ideas that will transform transportation in Marion County.

- First, we engage communities to share their needs and challenges, which helps to identify opportunity areas for mobility improvements.
- Then, we invite entrepreneurs to co-design solutions to address these areas.
- Finally, we award up to $100K in funding to winners to pilot their idea in the real world and measure its impact on local mobility needs.

This challenge is hosted by the Indianapolis Personal Mobility Network, with local support from Central Indiana Community Foundation, Cummins, IndyGo, and the City of Indianapolis.

It is made possible through support from Ford Mobility and our City:One Challenge keynote sponsors AT&T, Dell Technologies and Microsoft.
The Indianapolis Challenge engages residents and decision makers to envision, design and deploy new mobility solutions, through a five phase process that takes about eight months to complete:

**Explore Phase:** Understand the needs and stories of community members - 10 weeks

**Propose Phase:** Request for mobility solutions that solve those needs - 8 weeks

**Refine Phase:** 12 finalists are invited to develop their ideas into pilot proposals - 7 weeks

**Select Phase:** Selected winners will share a $100,000 prize to pilot - 2 weeks

**Pilot Phase:** Pilots launch in the city within six months of Challenge finale - variable
Our unique community-centered process blends community engagement, data analytics and iterative co-creation to “bring humanity to mobility.” It’s that moment when we realize: “I’m designing this for my neighbor, for that woman on the bus, for that man I always see at the grocery store.”
Explore Phase
Summary and Findings
Explore Phase Process
During the Explore Phase, our goal is to widen the understanding of mobility in Indianapolis and reframe issues as opportunity areas. We accomplish this goal in three ways:

1. **Qualitative & Quantitative Research**
   - Online Forum
   - Quantitative Survey
   - 1:1 Interviews
   - Digital Bulletin Board
2. **Analytics Tools**
3. **Community Working Sessions**

**Online Forum**
Website discussion forum engages target audiences to share mobility experiences & challenges
- 6,485 Page Views
- 64 Contributors

**Quantitative Survey**
Phone and online survey deployed across Marion County shared patterns in mobility behavior and experiences.
- 672 Participants
- Diverse Sample

**Digital Bulletin Boards**
Everyday mobility experiences of residents captured via an online daily survey
- 17 Participants
- 7 Days of Journaling

**Community Working Sessions (CWS)**
Convenings engage local community members to explore and design around their specific mobility challenges.
- 4 Sessions / 93 Participants
  - Locations: John H. Boner Center; Christamore House; CAFE Indy: Kheprw Institute
  - Topics: Access to Jobs, Healthcare, and Education; Inclusive Mobility; Expanding Mobility Options; Creating Affordable Transportation

**1:1 Interviews**
Interviews explored perceptions, key drivers & experience within city mobility
- 5 Participants
- 2 hour interviews

**Analytics**
Proprietary analytics deeply explore specific topic areas
Understanding the modes being used in Indianapolis

Across a diverse set of demographic categories, we looked at three segments of mobility users in Indianapolis:

- **Car Centric** – 45%: Only use a personal vehicle around the city of Indianapolis
- **Combiners** – 37%: Use a combination of a personal vehicle and other modes of transportation around the city of Indianapolis (car + walking, bikes, IndyGo, etc.)
- **Non-Car Users** – 18%: Do not use a personal vehicle around the city of Indianapolis

When asked to identify the modes that residents used most frequently in the week, Personal Vehicle, Walking and Friends/Family Driving were the most chosen options.
Demographics of Car Users, Combiners and Non-Car Users.

**Car Users**
- Mean Annual Income: $72,498
- Employment Rate: 75%
- College Graduate: 47%
- Race/Ethnicity: 80% Caucasian
- Child in the House: 43%
- Mode Usage:
  - Personal Vehicle: 100%

**Combiners**
- Mean Annual Income: $77,038
- Employment Rate: 71%
- College Graduate: 52%
- Race/Ethnicity: 77% Caucasian
- Children in the House: 42%
- Mode Usage:
  - Personal Vehicle: 99%
  - Walking: 70%
  - Family/Friends: 39%
  - Car Hailing: 37%

**Non-Car Users**
- Mean Annual Income: $37,655
- Employment Rate: 65%
- College Degree: 13%
- Race/Ethnicity: 59% Caucasian
- Children under 18 in the House: 47%
- Mode Usage:
  - Walking: 48%
  - IndyGo: 45%
  - Friends/Family Drive: 44%
Challenge Question and Opportunity Areas
Based on the goals of the Indianapolis Personal Mobility Network and the community stories we’ve heard throughout the ten-week explore phase, we are inviting entrepreneurs to submit ideas around four opportunity areas that help answer a central question:

**How might we... integrate transportation options to create a seamless experience for Indianapolis residents, workers and visitors as they move around Marion County?**

- **Opportunity 1:** Increase access to jobs, healthcare and education with multimodal options and street designs that complement IndyGo service

- **Opportunity 2:** Enable smart ways for residents to choose between mobility modes and expand affordable options for low-income riders

- **Opportunity 3:** Enhance experiences for residents with various disabilities or other challenges that inhibit their ability to move around easily

- **Opportunity 4:** Expand comfort and ease of travel for families and children during non-car based trips
Opportunity 1

Increase access to jobs, healthcare and education with multimodal options and street designs that complement IndyGo service

*Potential solution types: information platforms, new services and/or mode types, innovative street and infrastructure design*

Key insights

A. There are areas in Indianapolis where access to a car is nearly required to participate in Indy’s economic life

B. Within the transportation options available to residents, dependability has the biggest influence on mode choice

C. Access to groceries, pharmacies and other errands in evenings and weekends can be limited

D. Scooters and bikes require new infrastructure to be safe and support broader usage

*For more detail, refer to pages 22 - 34*
Opportunity 2

Enable smart ways for residents to choose between mobility modes and expand affordable options for low-income riders

*Potential solution types: smart tools to integrate with mobile app, shared-use modes, innovative incentive programs*

Key insights

A. With the expansion of options available, education is needed about how to re-allocate mobility budgets

B. There is interest in using a mobile payment app to compare and pay for mobility options beyond transit

C. In lower-income areas of the city, neighborhood mobility models are desired to enable lower-cost trips to key destinations

D. New ways to distribute discounts and/or subsidies are desired, even required, to provide affordable options for certain trip types

For more detail, refer to pages 35 - 47
Opportunity 3

Enhance experiences for residents with various disabilities or other challenges that inhibit their ability to move around easily

*Potential solution types: information platforms, enhancements to existing modes, new services and/or mode types, innovative street and infrastructure design*

Key insights

A. In order be a dependable option, ADA paratransit service needs to become more flexible and consistent with on-time arrivals

B. Residents with physical limitations, visual impairments, and/or extreme anxiety require additional tools and support

*For more detail, refer to pages 48 - 54*
Opportunity 4
Expand comfort and ease of travel for families and children during non-car based trips

*Potential solution types: information platforms, new services and/or mode types, shared-use modes, innovative street and infrastructure design*

Key insights about Indianapolis local needs

A. Working residents would like to utilize flexible mobility solutions that better coordinate with school pick-up/drop-offs, child and elderly care, and after-work errands.

B. Space and service design innovations are desired to make existing mobility options more fun and available to families traveling with children

*For more detail, refer to pages 55-61*
Opportunity Area Insights
Increase access to jobs, healthcare and education with multimodal options and street designs that complement IndyGo service

Potential solution types: information platforms, new services and/or mode types, innovative street and infrastructure design

Key Insights
A. There are areas in Indianapolis where access to a car is nearly required to participate in Indy’s economic life
B. Within the transportation options available to residents, dependability has the biggest influence on mode choice
C. Access to groceries, pharmacies and other errands in evenings and weekends can be limited
D. Scooters and bikes require new infrastructure to be safety and support broader usage
There are areas in Indianapolis where access to a car is nearly required to participate in Indy’s economic life.

What it means:

For many neighborhoods in and around Indianapolis, access to a car determines a person’s ability to easily get to/from a job.

Why it matters:

Nearly 20% of Indianapolis residents do not use a car. While people make it work, non-car trips can be especially difficult and time consuming.
What we heard from local communities...

- There are a lot of regions IndyGo doesn’t serve (as of May 2019) – in those areas, people often rely on friends and family for access to a car.
- For areas that do have transit coverage, some trips take double the time that they would in a car.
- People will take considerable risks in order to have access to a car, including driving without a valid license and driving unsafe cars – all so they can get to and from work.
- Without access to a car, low-income families are often forced to relocate within walking distance of a transit line or hub, which tends to be the more expensive areas in Indianapolis.

Car vs Non-Car Mobility

We asked a car user and a non-car user to map out their daily life – note how the car-user’s center point is her home and the non-car user’s center point is the Downtown Transit Center.  
-- Participant Spotlights: Ashley & Jennifer
Additional Context

Within the service changes IndyGo is undertaking September 2019, some of these issues will be addressed, but large areas of the city will still require complements to transit in order to provide affordable and convenient access to non-car trips. The map below highlights the frequency of the new system as well as its relation to job centers in Indianapolis.

With dedicated resources from the successful 2016 voter referendum, IndyGo is in the midst of a $544 million 5-year capital investment program (the Marion County Transit Plan) that will result in three rapid transit corridors and a 70 percent increase in local fixed route service. The Transit Plan will result a system that is more frequent, reliable, and convenient for users.

As of September 2019, every route will run every day with longer hours of service, easier transfer points, a grid network design with majority routes running every 15 minutes, and upgraded stop infrastructure including seating and shelters. Learn more about IndyGo’s Transit Plan.
Within the transportation options available to residents, dependability has the biggest influence on mode choice

What it means:
Residents in Indianapolis are choosing the most dependable option, which is often a personal vehicle, because they need control over their ability to arrive on time.

Why it matters:
If transit or paratransit is unreliable, even one time, residents will shift to more costly, modes to preserve their dependability. This is especially true when going to/from jobs and healthcare appointments.
What we heard from local communities…

- Residents need more information for “less dependable” modes in order to trust them for frequent or important trips.
- Economic constraints restrict the primary modes available to residents – once a person’s options have been set, they will generally choose the most dependable option available to them.
- Across the board, taking a car has less variation and is generally the quickest option.

Impact of Reliability

“Now that I have my new car, I can breathe easy. I know that I can get my kids to school on time and then get to work. I used to worry all the time about how I would get them to school and then get to work. Now, I don’t stress about that anymore – this is the first time I’ve ever been able to say that.” – Participant Spotlight, Ashley
Additional Context

Under the direction of the Marion County Transit Plan, IndyGo is undertaking service changes, and some of these issues will be addressed. The map below shows routes and frequency of the IndyGo System in relation to low income (less than $35,000 annually) population. The new system does a strong job of providing frequent service to the areas with a high concentration of low income persons.

- **Indianapolis Local Route Improvements**
  - IndyGo will add nearly 500 trips in 2018 local route improvements, and will continue ramping up service to create simple bus routes with frequent service in the densest urban corridors. See what areas will benefit on the [2019 IndyGo System Map](#).

- **Marion County Transit Plan**
  - The mass transit plan for Marion County. Improvements will include longer services hours and less waiting times.
Access to groceries, pharmacies and other errands in evenings and weekends can be limited

**Why it matters:**
Those without access to a car can really struggle to make the somewhat-frequent trips to the grocery store, pharmacy, or mall. For these residents, planning a multi-hour trip via public transit that doesn’t conflict with their work or school is really difficult.

**What it means:**
The early evening time period is often viewed as the one chance in the day to smoothly transition from work to errands to home. Mobility options need to be flexible or extended to provide access across communities and needs.
What we heard from local communities…

• Non-car residents would like to use IndyGo more for grocery store and healthcare appointment trips but its service hours doesn’t fit the realities of working families or those managing children after school

• There is a need for safe and comfortable transit options, including modes that circulate from specific neighborhoods to key points of interest (e.g., grocery stores, malls, pharmacies, etc.)

• Those who use IndyGo for errands and groceries expressed some concern about the logistical difficulty and stigma of riding with bags of recently purchased goods

Time Consuming Groceries

“We plan our grocery trips days or weeks in advance because it can easily take four to six hours on a Saturday. I would try to do it with [my son] after he gets out from school, but I’m terrified that we’ll be stranded somewhere when the bus service ends at 6pm or 7pm. We don’t have the money to pay for Uber if we get stranded.”

– Participant Spotlight: Jennifer
Additional Context

The map below highlights and areas of Indianapolis with immediate proximity to a grocery store (the green dots). A ½ mile buffer straight from each line was drawn around each grocery store location, so you can see the areas that have a variety of options close by and those where you would have to travel further to get to the closest option. A ½ mile journey may still be inaccessible to people due to a variety of factors including access, price, and disabilities.
Scooters and bikes require new infrastructure to be safe and support broader usage

What it means:
Though these modes receive a lot of attention, they only account for a small portion (4-6%) of ridership in Indianapolis.

Why it matters:
If we want to use micromobility (e.g., small, human- and electric-powered transportation solutions for short distances) to extend the reach of transit, the utility of trips, particularly those in inclement weather or to run errands, needs to be considered.
What we heard from local communities…

• There are some significant perception barriers around newer micromobility modes and who they are designed for, who can use them, and what communities they serve

• Despite high awareness of micromobility solutions, their usage is relatively low compared to other new modes (e.g., eScooters - awareness: 89%, usage: 13% // Ride Hailing – awareness: 96%, usage: 51%)

• For many parents, scooters and bikes are not yet seen as a reliable, safe or realistic mobility to get their children around before and after school

Not for Us – Not Out Here

“I saw one of those scooters out here the other day and thought ‘what is that doing out here?!’ I was so surprised because those scooters are for rich, white people downtown. There are not even sidewalks, drivers are crazy, and there are no bike lanes. You’ll die out here on one of those things.” -- CWS #3 Participant
Additional Context

Micromobility modes like Pacers bikeshare and escooters continue to grow in use and over new geographies due to the adoption of new regulations and expansion of operations. As usage increases, so will the need to ensure installation of safe infrastructure (e.g., bike lanes, lighting) and education for micromobility users, pedestrians, and drivers.

Escooter Regulations

Recently, the Department of Business and Neighborhood Services approved regulations and safety protocols for scooter operation. See Shared Mobility Regulations and Guidelines for users at: https://www.indy.gov/activity/shared-mobility-devices

Pacers Bikeshare Expansion

The map shares locations of existing and proposed docking stations throughout Indianapolis. As micromobility options expand in Indianapolis, infrastructure and services will also need to be adopted in order to support them.
Enable smart ways for residents to choose between mobility modes and expand affordable options for low-income riders

Potential solution types: smart tools to integrate with mobile app, shared-use modes, innovative incentive programs

Key Insights

A. With the expansion of options available, education is needed about how to re-allocate mobility budgets

B. There is interest in using a mobile payment app to compare and pay for mobility options beyond transit

C. In lower-income areas of the city, neighborhood mobility models are desired to enable lower-cost trips to key destinations

D. New ways to distribute discounts and/or subsidies are desired, even required, to provide affordable options for certain trip types
With the expansion of options available, education is needed about how to re-allocate mobility budgets

What it means:
Residents are trying to understand the best way to choose the mobility modes that are right for them and how to plan their budgets accordingly. This is true for all residents, but particularly impactful for those living on a low or fixed income.

Why it matters:
In the past, most non-car users have allocated their entire mobility budget to IndyGo, but with the addition of new modes, that will likely change. In the future, budgets will be allocated to multiple mode operators, which can be difficult to plan for and financially manage.
What we heard from local communities…

• For low-income riders, the money dedicated to transit is a sacred thing and is prioritize above other budgets (i.e. food, social, etc.)

• Historically, this money has been allocated to IndyGo accounts, but that account no longer supports First Mile Last Mile options and other transit modes.

Dedicated Mobility Budget

“I know that every month, I’m going to put X amount of dollars onto my IndyGo card. But now, that money won’t help me with Uber, Lyft, scooters, or anything else. I find myself using money for those that I hadn’t planned.”

– Participant Spotlight: Sibeko
Additional Context

In the Indianapolis Metro Area, roughly 58,000 (6.4%) of the population is estimated to be “unbanked” (i.e., without access to a traditional bank or credit account). An additional 147,000 individuals are considered “underbanked”, meaning they have a checking and/or savings account but rely on alternative financial services*. The graphs below share how this breakdown in Indianapolis and puts in it context of how this compares overall to the US.

*Specifically, underbanked households have used non-bank money orders, non-bank check-cashing services, non-bank remittances, payday loans, rent-to-own services, pawn shop loans, refund anticipation loans, or auto title loans at least once in the last 12 months. Source (Federal Deposit Insurance Corporation, FDIC, FDIC.gov)
There is interest in using a mobile payment app to compare and pay for mobility options beyond transit.

What it means:
As IndyGo builds its mobile app, the ability to compare multiple modes options (beyond standard busses) and then pay for all of those modes through the app will be important.

Why it matters:
As residents start to use a diverse set of modes to complete a journey, they will likely want to pay for all of those modes through their dedicated IndyGo budget.
What we heard from local communities…

• Low-income riders often use their rider accounts as quasi-bank accounts – a place where they can load money immediately after receiving a paycheck and distributing over a period of time. Giving them access to more modes would open their ridership potential and expand the applicability of their money.

• It will be important for the IndyGo traveler app to support banked and unbanked populations. As found in the quantitative research, non-car users were significantly less likely to use traditional bank services (non-car 52% vs. combiner 80%); credit cards (non-car 23% vs. combiner 62%); and peer-to-peer payment systems (non-car 12% vs. combiner 29%).

Universal Mobility Pass

“I would see a mobility pass or a “INDYGOBILITY” if you would that allows access to Bus, Escooter, Bikeshare and Blue Indy electric cars. The loading of “credits” at a local grocery or convenience store would solve most issues and overcome such obstacles as lack of smart phone or CC.” – Online Contribution
IndyGo currently offers a variety of ways to plan a trip and will be updating its fare collection service that manages payment across its services. Learn more [here](#). As this service is developed, there may be an opportunity to identify ways to develop a holistic payment system including transit and beyond.

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<th>Trip Planning Options (Current) – IndyGo users can plan their trips via</th>
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<td>• SmartPhone</td>
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<th>Future offerings – IndyGo will be developing its account-based ticketing solution to allow users to travel across IndyGo’s services in Indianapolis, which includes:</th>
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<td>• local fixed route transit service</td>
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<td>• bus rapid transit service</td>
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<td>• paratransit service</td>
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**Need to Easily Switch Modes**

“Sometimes when I miss a bus or if I'm out very late beyond bus hours I usually ride with Lyft, which are very, very reliable.”

– *Online Contribution*
In lower-income areas of the city, neighborhood mobility models are desired to enable lower-cost trips to key destinations.

**What it means:**
New service models or tools, that enable neighborhoods and communities to share the cost or operation of transportation services, would help lower-income neighborhoods fill mobility gaps that IndyGo is not designed to serve.

**Why it matters:**
In many lower-income neighborhoods, ridehailing and micromobility options are seen as too costly for regular use.
What we heard from local communities...

• Residents could benefit from a collaborative mobility model that enables people to access regular areas in their own neighborhood and boosts the local economy of their neighborhood

• There is a strong perception that the Red Line and Bus Rapid Transit will benefit those who already have easy access to transportation and other opportunities

• Without access to a car, low-income families are often forced to relocate within walking distance of a transit line or hub, which tends to be the more expensive areas in Indianapolis

Pooling Neighborhood Resources

“We live within a quarter mile of two or three mobile home parks. I’d be willing to bet that there would be 20 people who would pay for a small bus to take us from a central point to a grocery store and the local mall. We all have to eat and buy clothes, and we all hate riding that bus for hours and hours.” – Participant Spotlight: Jennifer
Additional Context

The map below highlights the proposed IndyGo network redesign set to begin operation September 2019. In addition, the map shows the proportion of workers that carpool to work in each neighborhood of Indianapolis. A high concentration can be seen around the Augusta area in the northwest corner of the map, which also corresponds to less frequent IndyGo service currently and in the new system. In addition, we’ve included a chart showing the relationship between carpooling and income. This shows that areas with a concentration of low income residents are more likely to carpool to work.
New ways to distribute discounts and/or subsidies are desired, even required, to provide affordable options for certain trip types.

What it means:
As new mobility solutions and platforms are introduced to Indianapolis, the associated payment methods and technologies will need to continue supporting low-income riders and low-tech users.

Why it matters:
Low-income riders are particularly vulnerable to changes in the way incentives and subsidies are distributed. It will be important to accommodate and incentivize the rider who finds a $3 fare to be too expensive.
What we heard from local communities...

- Most of the opportunities for people living in low income communities exist outside of their neighborhood, almost requiring them to use some public transit option if they do not have access to a car.

- Many of the residents who receive public benefits and rider subsidies are also the same people who heavily rely upon low-cost mobility options (e.g., IndyGo) to get them to important healthcare and social services appointments.

- The distribution of mobility subsidies, incentives and benefits should be via digital and physical channels – offering users the ability to access them anytime on the web and nearly everywhere in person (i.e., the ease of physically buying a lottery ticket).

Affordable Mobility

“However, reliable last-mile connectivity will remain a challenge for people who can't afford to own their means of transportation.”

– Online Contribution
Additional Context

The map below highlights the percentage of the population with income less than $35,000 in each neighborhood in Indianapolis, major hospital locations and transit. This image offers an example of one system, and it can be used to understand how subsidies or benefits may impact particular factors and demographics.
Enhance experiences for residents with disabilities or other challenges that inhibit their ability to move around easily

Potential solution types: information platforms, enhancements to existing modes, new services and/or modes, innovative street and infrastructure design

Key Insights
A. In order to be a dependable option, ADA paratransit service needs to become more flexible and consistent with on-time arrivals
B. Residents with physical limitations, visual impairments, and/or extreme anxiety require additional tools and support
In order be a dependable option, ADA paratransit service needs to become more flexible and consistent with on-time arrivals

What it means:
IndyGo’s current paratransit system is not seen as a dependable option for many residents. Secondary to dependability are the difficulties related to its flexibility and timeliness.

Why it matters:
Many of the paratransit riders use the service for healthcare appointments and jobs – things for which they cannot be late. As the current paratransit system has been unreliable for many residents, users have chosen to avoid the service and choose other, more expensive or inconvenient options.
What we heard from local communities…

• Open Door and Elderly transit services need to be optimized to reduce wait times and increase flexibility.

• Many residents are frustrated by requirement to schedule Open Door services 1-3 days in advance, as that does not allow for them to be flexible with healthcare appointments that often shift at the last minute.

• Some residents are so concerned about their ability to get to/from the bus stop safely that they avoid healthcare trips and errands all together.

IndyGo - Open Door Reliability

“I've had (Open Door) rides where it takes 3 hours to get home instead of 15 minutes, because there’s 3-4 other people to drop off, all over town. And at least twice, the driver was an hour late picking me up because they couldn't find me at the same place I was dropped off.”

-- Online Contribution
Additional Context

The map below highlights the percentage of population with a disability in each neighborhood in Indianapolis and major hospital locations (in red, from Indianapolis land use data). Notably, the majority of neighborhoods with an above average concentration of disabled populations tend to be clustered around downtown, though some areas such as Mars Hill, Maywood, and East Warren are not particularly close to hospital locations.
Residents with physical limitations, visual impairments, and/or extreme anxiety require additional tools and support

What it means:
Many of the mobility options currently available to residents with physical limitations, visual impairments, and/or extreme anxiety do not accommodate for the small details that make the difference between a successful or stressful trip.

Why it matters:
These residents disproportionately suffer from inadequate tools or services, meaning many of them are left without options to get to healthcare appointments, jobs, education, errands and social events.
What we heard from local communities…

• For those living with limitations, the mobility journey starts at their front door – designing solutions that support these residents from that very first step all the way through to their final destination is critical to their ability to navigate the city

• Some residents are so concerned about their ability to get to/from the bus stop safely (i.e., without falling, getting struck by a car, being assaulted, or having an altercation) that they avoid healthcare trips and errands all together

• The extra effort that bus drivers make to help people on and off the bus is very much appreciated – even the smallest comments and actions mean a lot to someone who feels self conscious about any disabilities they might have

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Bus Stop Visibility

“Most people are able to make eye contact with a bus driver to let them know they’d like to board their bus. I can’t do that [because I am blind]. I wish there was some way to let them know that I am waiting for them and could use a little extra time boarding the bus.”

-- Participant Spotlight: Susan
Additional Context

According to the U.S. Census (2017), over 31,000 individuals have a hearing disability in Indianapolis, while over 26,000 have a vision disability and 67,000 have a mobility/ambulatory disability. The map below shows in detail where individuals with different disability types live on average. The dots are randomly placed within the neighborhood so that 1 dot is equivalent to 1 person.
Expand comfort and ease of travel for families and children during non-car based trips

Potential solution types: information platforms, new modes and/or services, innovative street and infrastructure design

Key Insights

A. Working residents would like to utilize flexible mobility solutions that better coordinate with school pick-up/drop-offs, child and elderly care, and after-work errands

B. Space and service design innovations are desired to make existing mobility options more fun and available to families traveling with children
Working residents would like to utilize flexible mobility solutions that better coordinate with school pick-up/drop-offs, child and elderly care, and after-work errands.

What it means:
For residents who work within their neighborhood, and for those who travel outside of Indianapolis, there is a desire to find cost efficiencies (e.g., share rides with others) and increase convenience of the daily commute (e.g., get children to/from school).

Why it matters:
Increasing the flexibility and efficiency of work trips would reduce congestion in Indianapolis and also increase the quality of life of those with children, especially for low-income residents, who are most likely to struggle to find consistent and cost-effective work transport on a daily basis.
What we heard from local communities…

- Increased transit efficiency would make a huge impact (i.e., time, effort, stress) on those residents who commute from one side of the city to the other, or even commute to far suburbs and commercial parks.

- For non-car users, the daily pressure of identifying a dependable mode of transit to and from work is a major issue, often requiring people to make tradeoffs between their ability to get to work on time; their quality time with family members; and the personal cost they might incur.

- Some residents are moving in order to live closer to transit lines, which also increases their cost of living. For some, they have to calculate if their increase in the cost of living will be worth the money they might make from their job.

Taking Risks for Work

“I know there are people who can’t afford to miss work, but there is no reliable bus service for them. So you know what they do? They drive without a drivers license. And if they get pulled over and arrested, they take the same risk again next time because they can’t afford to miss work. They have to make money so their families can eat.”

-- Participant Spotlight
Additional Context

The following map shows the location of major job centers in relation to childcare and education (K-12) locations in Indianapolis. In addition, we’ve overlaid the new IndyGo transit network to see how transit users could interact with these existing points of interest. Generally, it appears that daycare and K-12 facilities are fairly spread out across Indianapolis, but there are definitely concentrations of daycare particularly to the north and northeast of downtown.
Space and service design innovations are desired to make existing mobility options more fun and available to families traveling with children.

What it means:
If there is not easy access to a car, families in Indianapolis find it difficult to get their children to school, after-school activities, social gatherings and community events because the options available to them are neither fun, nor are they accessible and safe.

Why it matters:
A child’s ability to move from home to school to activities and back to home often determines their level of engagement in school and social life. It also has an outsized impact on whether a family member needs to sacrifice their time to shuttle child around town, which often cuts into their work or personal time.
What we heard from local communities…

• Working families where one or more of the parents have morning or evening jobs are particularly struggling to get their children to/from school safely.
• Non-Car residents are most likely to have children in their household
• 52% of non-car residents identified safety as their top concern while walking – parents are afraid to let their children walk home from school.

A Child’s Exposure

“My kids know what it’s like to run out of gas – it happens all of the time. I wish they didn’t know what that was like, but they do. They know what it’s like to be in a car with no heat in the winter; in a car that breaks down; and in a rental car that we’ve kept past the due date because we needed something reliable.”

-- Participant Spotlight: Ashley
Additional Context

Schools are a huge part of a family’s life. The commute to and from school can be stressful for parents, children and teachers. What kind of private and / or public partnerships could support safe and efficient pickup and drop-offs? What types of street and space design could be created that would aim to ensure a seamless, safe journey for students and parents in a playful and educational manner?
Propose Phase
Instructions
Propose Phase: The Propose phase is when we will accept proposals. Online engagements will continue and community workshops will be hosted in Indianapolis. Anyone will have the opportunity to give feedback and vote on the proposals they find the most interesting.

Refine Phase: A Steering Committee will review proposals and invite up to 12 finalists to build out more detailed proposals. These Finalists will have the opportunity to participate in a workshop to refine their applications, and they will be paired with expert mentors as they transform their ideas into more viable and detailed pilot proposals.

Select Phase: A panel of Judges will review the Finalists’ proposals, hear their pitches, and interview them. The Judges will then evaluate each Finalist based on the Evaluation Criteria and choose the winner(s), who will receive up to $100,000 in funding for piloting their idea.

Pilot Phase: During this final phase, Ford and partners will align on a contract with the Winner(s), and the Winner(s) will implement their proposal with the funding support from the Challenge.

Important Dates
Applications due: July 23, 2019
Finalists submit refined pilot proposal: September 11, 2019
Winner(s) selected: September 24, 2019
How to apply

Visit the Challenge website: https://challenges.cityoftomorrow.com/

Step 1
Your ideas can shape the future of mobility.

Step 2
Find your city’s Challenge

Step 3
Review your city’s Challenge Brief

Step 4
Click “Add your idea” to start filling out your application
Filling out the Application

Select the Opportunity Area that best fits your idea – or select “Other”

Give your idea a catchy title

Give your idea a caption. This caption will appear under your idea and in the thumbnail, so it should be a concise summary of your idea

Add an image, video, or other attachments. This image will serve as the thumbnail image of your idea

Opportunity Areas. Please select one (required)

- Complement Existing Mobility Options
  Increase access to jobs, health and education with new options that complement IndyGo Service

- Enable Smart & Affordable Transportation Choices
  Enable smart ways for residents to choose between modes and increase affordability for low-income riders.

- Support Residents with Physical or Other Challenges
  Enhance experiences for residents with physical or other challenges that inhibit their ability to move around the community easily.

- Create Comfortable Journeys for Families
  Expand comfort and ease of travel for families and children during non-car based trips.

Title (required)

Describe your contribution (required)

Make it visual

Add image

Add Video

Add attachments
Fill in the details of your idea in the remainder of the application.
Indianapolis’ Open Data Sources and other Resources
Want to play around with all of the information that’s publicly available? Here are some sources you can start with.

• **2045 Long Range Transportation Plan** - Transportation planning is guided in Indianapolis by the 2045 Long Range Transportation Plan (LRTP), which identifies the policies and projects for increasing the capacity for all people in the region to move

• **OpenIndy Data Portal** - Data available through this portal spans every category—from education to crime to transportation and land use

• **IndyGo Transit Plan** – Indy is integrating transit improvements including shorter wait times, longer service hours, easier transfers, and rapid transit lines along high ridership corridors

• **Central Indiana Transit Plan** - County-specific, regionally-coordinated transit vision. The IndyGo Transit Plan is a component of this regional plan.

Indianapolis Mobility Assets
Check out a snapshot of mobility assets currently available in Indianapolis.

• Arterial/Thoroughfare Assets: Centerline Miles - 1,165; Lane - 3,311
• Local Street Assets: Centerline Miles - 2,172; Lane Miles - 4,274
• NHS/INDOT Jurisdiction: Centerline Miles - 159.51
• IndyGo public transportation provider:
  o 31 fixed routes
  o Reservation-based flexible services including paratransit service, Open Door
  o Bus Rapid Transit (BRT) – Red Line (to come in 2019)
• Share-use Mobility Services:
  o Car Share (e.g., Zipcar & BlueIndy)
  o Rideshare (e.g., Uber, Lyft, Black Car/Limo, Taxi, Commuter Connect)
  o Bike Share (e.g., Pacers)
  o Escooters (e.g., Bird, Lime, Spin, Lyft)
• Inter-Regional Transit (e.g., Amtrak, Greyhound, Megabus)
Innovation Toolkits
If you’re interested in learning more about innovation and design, these links can help give you a solid foundation for identifying and solving mobility problems.

- Innovation
- Design Thinking
- Circular Design

City:One Research and Community Resources

- Blogs - check out the City:One blogs to find interesting data and information about the Challenge, and be on the lookout for new posts that can inform your application
- Summaries of Analytics, Online & Offline Community Conversations, and Quantitative & Qualitative Research - find out what we learned from some of our initial exploration of the transportation challenges faced by Indianapolis residents
- Community Contributions - don’t forget all of the great stories, insights, and questions posted during the Explore phase! You may find some useful tidbits for your application
- Community Idea Sessions - connect with Indianapolis residents, entrepreneurs, and local leaders at community idea sessions and events that will be held during the Propose phase
City:One Challenge Assumptions

- Solutions should not require the expansion of city services, routes or frequency
- Solutions should be able to be piloted within current city infrastructure, using current city assets
- Solution providers should work within existing regulations and ordinances

Tips:

- Even after you “Save & Publish” your application, you may continue to update your application up through July 23, the end of the Propose Phase
- There are a number of documents in the Supplemental Resources in the Challenge Brief that can provide details around the specific mobility challenges that residents face, the ongoing mobility projects in the area, and additional data sources that can inform your application
- Each application will be judged against the Evaluation Criteria on the pg. 74 – 75, so it will help to study these carefully and think about how your application addresses each question
1. **Desirable:** The application demonstrates how it can meet the needs of both the city and its intended user
   - Does the solution clearly attempt to answer the Challenge Question?
   - Does the solution fit within an Opportunity Area? If not, does it clearly articulate a new opportunity or unmet need?
   - Is there a clear user with an unmet need, and does the application compellingly demonstrate that someone will use the solution?

2. **Feasible:** The solution can be piloted with up to $100K and within 6 months, and it is operational within the current transportation system
   - Does the applicant have the capability to deploy a pilot on-time & on-budget?
   - Does the solution require reasonable changes, or none at all, to the current transportation network or infrastructure?
   - Does the solution demonstrate awareness of potential hurdles and a plan to overcome them?

3. **Viable:** The solution has a clear customer and a pathway to a sustainable service model
   - Does the solution articulate a funding model and/or demonstrate a path to a revenue stream that could sustain it after the pilot period concludes?
   - Is there a plan to collect data and metrics that could inform future deployments or scaling?
   - Is there a plan for scaling the solution to new areas after the initial pilot deployment period?
In order to enhance equity in all aspects of life and provide a platform for innovation and inclusion, The City:One Challenge is committed to supporting diverse, broadly implementable proposals as a means to shift culture and create opportunities for all individuals. Key to this is understanding and recognizing that disability does not exist in isolation or a silo. Rather, it intersects and spills over into all areas of life.

As such, preference may be given to proposals that demonstrate the following qualities:

**Solutions for All** – Is there a mechanism for furthering mobility solutions that maximize the full integration of people with disabilities and conditions of aging into the community?

**Equity** – Is there a mechanism for ensuring equity in the pilot (for example, by creating services accessible to people of different abilities, or addressing socioeconomic barriers to movement within a city)?

**Community Buy-in** – Is there a mechanism for confirming the community buy-in of the pilot (for example, by having a local implementation partner, or by developing a mechanism to bring the community into the pilot design, development, and deployment)?

**Economic Value** – Is there a mechanism for creating economic value in the community in which the solution is piloted (for example, by creating jobs, giving an equity stake, or some other mechanism)?
City:One Indianapolis Challenge

Thank you for your interest in the Indianapolis City:One Challenge!

We look forward to receiving your proposal about ways to improve the way people move around Indianapolis.

Have questions? Contact cityone@ford.com
www.cityonechallenge.com