



Kentucky Transportation Cabinet, District 5

Andy Beshear, Governor

Jim Gray, Secretary

FOR IMMEDIATE RELEASE

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TARC launches Rapid: next generation bus service for Louisville

New bus service, with new shelters, to provide faster more convenient options

LOUISVILLE (Jan. 6, 2020) – TARC is officially launching Rapid, the region's first bus rapid transit (BRT) system, as part of the \$35 million New Dixie Highway Project.

The service launched today, with a ribbon cutting for one of the nine buses that will make up the Rapid fleet. With service every 15 minutes during weekdays, these new buses will provide faster, more convenient service for those traveling between the Gene Snyder in Valley Station, to the Kentucky International Convention Center and other destinations downtown.

Mayor Greg Fischer, U.S. Rep. John Yarmuth, Metro Council Member Rick Blackwell, KYTC Sec. Jim Gray and TARC Executive Director Ferdinand L. Risco Jr. spoke at the ceremony at the Kroger Marketplace on Dixie Highway.

"The New Dixie Highway Project is a key piece of our MOVE Louisville initiative, and the rapid transit system is a game-changer," said Mayor Fischer. "This is 'next level' service on one of the city's busiest routes, and a great innovative option for people traveling the corridor on their way to work and school."

"This new service will improve the lives of those who use public transportation for work, school, shopping or medical appointments along the route," Gov. Andy Beshear said. "While adding shelters to reduce exposure to the weather, the improvements also make Dixie Highway safer for drivers and pedestrians. I look forward to continuing to work with local, state and federal partners to better our communities throughout the Commonwealth."

The New Dixie Highway Project broke ground in December 2017, and most major construction wrapped up a few weeks ago. Funded largely by a Federal Highway Administration TIGER grant, the project provided improved sidewalks and crosswalks for the benefit of those walking to bus stops, as well as other pedestrians.

The project also installed attractive bus shelters, improved traffic signals and medians to limit dangerous mid-block left turns.

“The Rapid will improve safety and convenience, while creating a stronger connection between downtown and the Dixie Highway corridor—as far south as the Gene Snyder Freeway,” said Ferdinand L. Risco Jr., TARC Executive Director. “As our area’s first rapid transit system, the BRT will introduce enhanced customer service and connectivity, and encourage new economic growth for the region.”

“Dixie Highway has been a congested and dangerous roadway for far too long,” said Rep. John Yarmuth. “Today’s launch of Rapid—and the larger \$35 million investment in the New Dixie Highway Project—will make this corridor safer and more efficient for drivers, pedestrians, and TARC riders. This is a vital stretch of road in an important part of our city, state, and region, and I’m so glad to have worked leaders in Louisville and Frankfort to secure this federal investment.”

Rapid starts running today, although some of the technological components will continue to come online in the following weeks. In the spring, final surfacing and striping will be installed along Dixie Highway.

“We appreciate the patience of the driving public,” said Kentucky Transportation Cabinet Secretary Jim Gray. “Safety is our primary goal and we know this project will mean a safer Dixie Highway for everyone. We are also proud of the fact that the project was delivered without any significant injuries.”

About the New Dixie Highway Project

The New Dixie Highway Project is a \$35 million investment to improve safety, mobility and livability along the corridor. The project focused on three major areas of improvement:

- **Roadway safety and design improvements**, including raised medians and left-hand-only turn lanes along the most congested and dangerous section (Crums Lane to Greenwood Road).
- A new Intelligent Transportation System to improve and **coordinate traffic signal timing** along the entire corridor.
- The region’s first **bus rapid transit route**, with nine priority buses and 37 highly visible bus stations and stops to improve travel times for both transit riders and drivers.

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Follow progress on the New Dixie Highway at TheNewDixieHighway.com; on Facebook (search for The New Dixie Highway), and on Twitter @NewDixieHighway or Instagram: @newdixiehwy