

Bicycle Pedestrian Safety Commission

Agenda - Monday, March 10 5:30 – 7:00 p.m.
Hooker Conference Room, Bloomington City Hall

Purpose of the BPSC

- Developing multimodal safety programs, policies, and partnerships
- Serving as a citizen's forum concerning safe access for bike/pedestrian issues
- Encouraging the hosting of walking, bicycling, and running events in a safe manner
- Reporting and recommending to the Mayor, Council, Planning and Transportation and Public Works regarding pedestrian, bicyclist issues

Meeting Agenda:

1. Call to Order/ Attendance
2. Approval of Minutes – December 2019, February 2020
3. New Business
 - a. Greenways Implementation Plan - Jim
 - b. Crash Victims' Bill of Rights and BPD response to crashes which result in fatalities
 - i. Link: <https://nyc.streetsblog.org/2020/03/04/new-york-could-be-first-to-adopt-crash-victims-bill-of-rights/>
4. Reports from Staff
 - a. Neil Kopper- will discuss signal timing and provide details on upcoming Engineering projects
 - b. Mallory Rickbeil- will discuss TDM report, LSP Project Public Meeting Dates
 - i. <https://bloomington.in.gov/engineering/projects>
 - ii. Link for TDM Slides/ CATS coverage: <https://bloomington.in.gov/transportation/tdm>
5. Reports from Commission Members
6. Topics for Discussion at Upcoming Meetings
7. Old Business
8. Public Comment
9. Adjourn

Upcoming Events:

- April 18th Earth Day Celebration and Family Ride from BCBP to Switchyard Park
- Tuesday, May 5th Bike to Ballot/ Cinco De Taco Tuesday
- Friday, May 15th- Commuter Race to City Hall

Auxiliary aids for people with disabilities are available upon request with adequate notice. Please call [812-349-3429](tel:812-349-3429) or e-mail human.rights@bloomington.in.gov.



City of Bloomington, IN TDM Program Plan

Project Overview Presentation to City Council

March 4, 2020



Slide Deck Overview

- Market Research
 - SOAR Summary
 - Peer Review Highlights
 - Survey Summary
- Best Practice Gap Analysis
- Which Strategies to Prioritize
- How to Organize the TDM Program
- Staffing + Budget to Operate the TDM Organization
- TDM Program Funding Opportunities
- Next Steps for Implementing the Bloomington TDM Program

Market Research: SOAR Stakeholder Participants



Name	Organization
Bryony Gomez-Palacio	Bloomington Arts Commission (Downtown Bloomington Art Group)
Jen Pearl	Bloomington Economic Development Corporation (BEDC)
Zac Huneck	Bloomington Transit
Michael Shermis	CFRD (Community and Family Resources Department)
Mary Morgan	Chamber of Commerce
Jay Freund Dan Peterson	COOK
Talisha Coppock	Downtown Bloomington Inc (DBI)
Alex Crowley	Economic & Sustainable Development Department
Lauren Travis	Economic & Sustainable Development Department
Mary Ann Valenta	IU Health representative
Amanda Turnipseed	IU TDM person
Anna Dragovich	IU TDM person
Marilyn Wood	Monroe County Public Library
Yael Ksander	Office of the Mayor
Adam Wason	Public Works Department
Michelle Wahl	Public Works Department



Key Takeaways Based on Results

Based on Results – The City of Bloomington will know it has achieved the transportation Aspirations when:

- Transportation has a positive impact on visitor and employee decisions to shop and work in Downtown
- Transportation options to connect to, within, and around Downtown are perceived as convenient and safe
- Single Occupant Vehicle (SOV) use has decreased from 62.8% to 60% by 2022



Market Research: Peer Review

	City Population	Local University/ies	University Population	University / City Ratio
<u>Bloomington, IN</u>	<u>84,918</u>	<u>Indiana University, Bloomington</u>	<u>43,710</u>	<u>51.47%</u>
Ann Arbor, MI	121,890	University of Michigan	46,002	37.74%
Ithaca, NY	30,999	1. Ithaca College 2. Cornell University	1. 6,059 2. 14,907	67.63%
Portland, ME	66,417	1. University of Southern Maine 2. University of New England	1. 6,110 2. 8,281	21.66%
Fort Collins, CO	167,830	Colorado State University	33,237	19.80%
Missoula, MT	74,428	University of Montana	11,865	15.94%
Durham, NC	274,291	1. Duke University 2. North Carolina Central University	16,294 8,207	8.93%

Sources: American Community Survey Population Quickfacts; US News and World Report.

Most Common TDM Strategies Among Closest Peers



TDM strategies not currently provided in Bloomington:

- Carpool / Vanpool matching*
- Park-and-Ride
- Outreach to downtown employers
- Employee education*
- City provides incentives/funding to employers to encourage transit use
- Carshare *

**currently available at IU, but could be expanded to broader city*

Market Research: *Survey Summary*



- Downtown Residential Parking Permit Applicants
- Downtown Employees

Residential Parking Permit Survey Summary

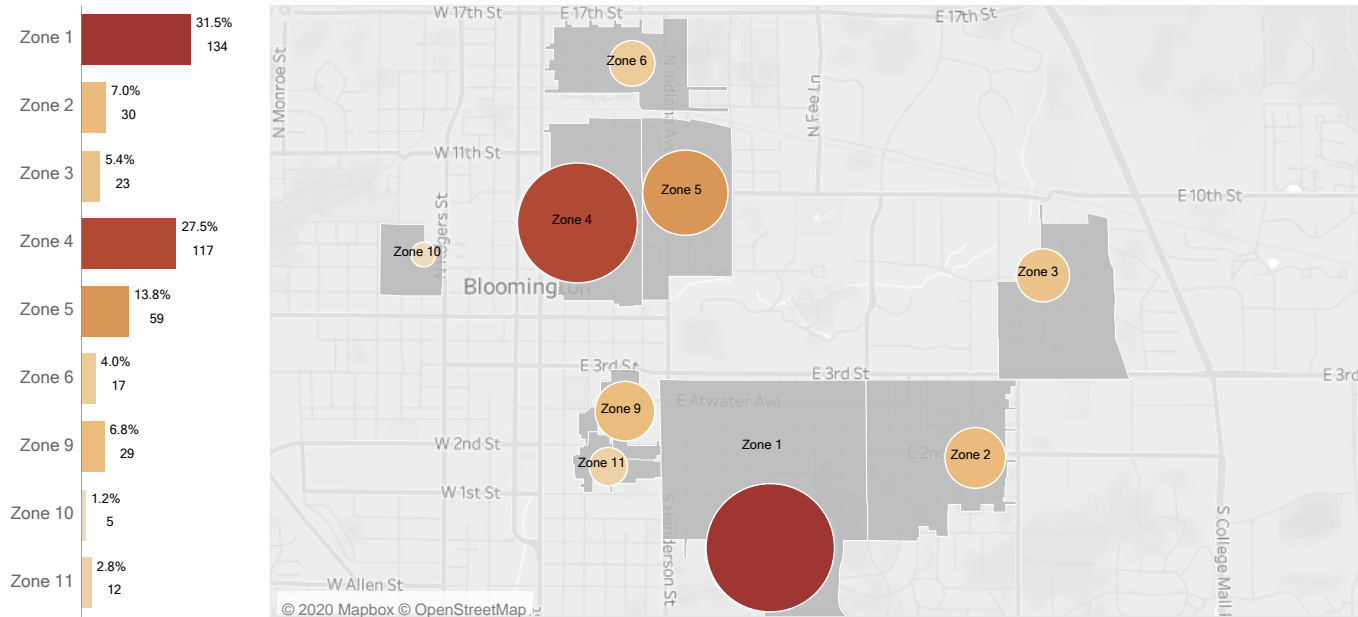


- Survey Dates: August 5, 2019 – September 13, 2019
- Paper survey included in parking permit application
- Focused on people who applied for residential parking in Downtown

Category	Count
Survey Responses	523

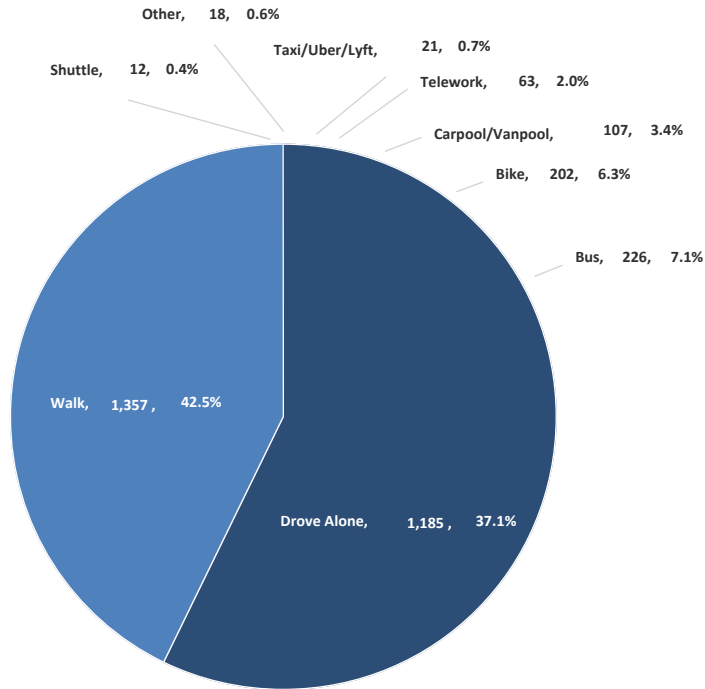
Survey Participation by Neighborhood Parking Permit Zones

Number of Responses, Percentage of Survey Responses



Total Respondents: 433

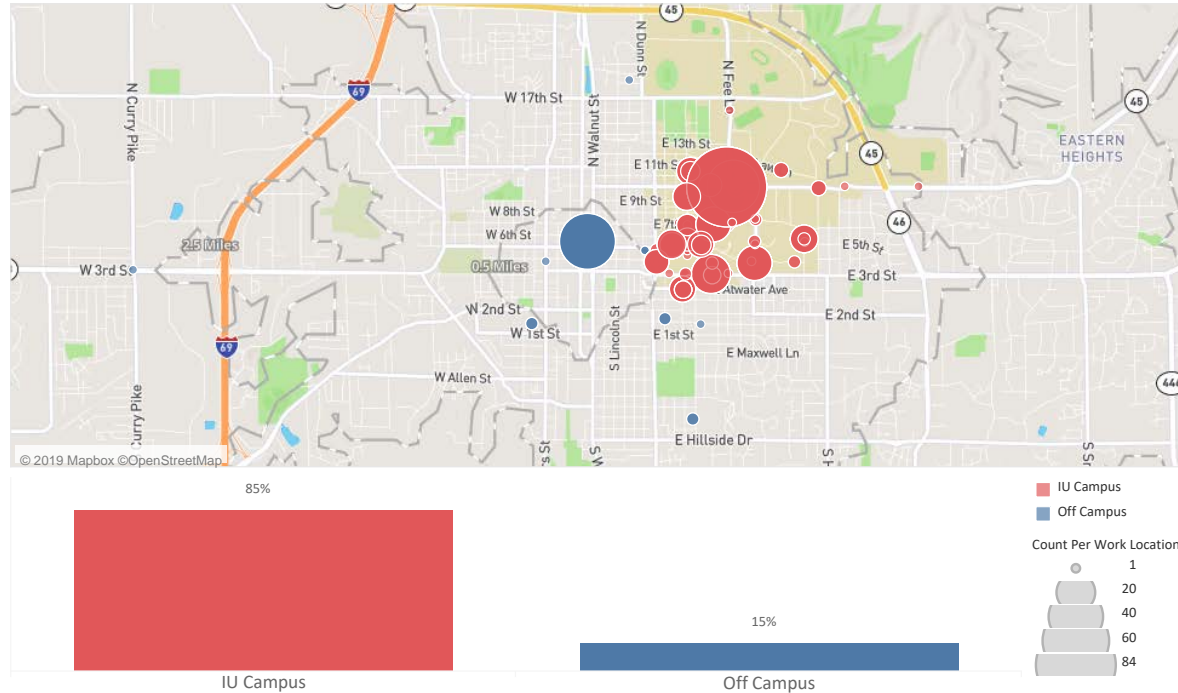
Resident Current Travel Modes to Work or School



Total Respondents: 517
Total Responses: 3,421

Average across each day of the week.

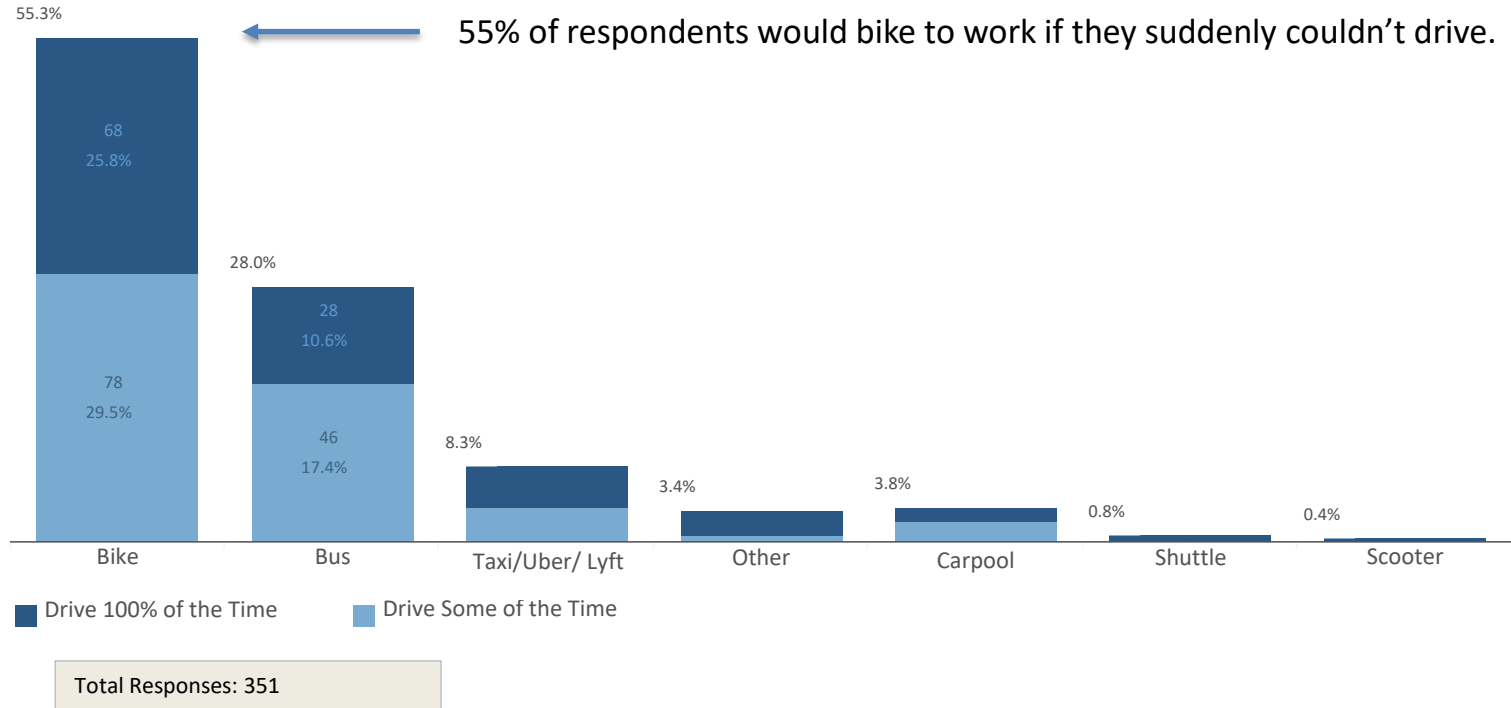
Downtown Resident Work/School Location



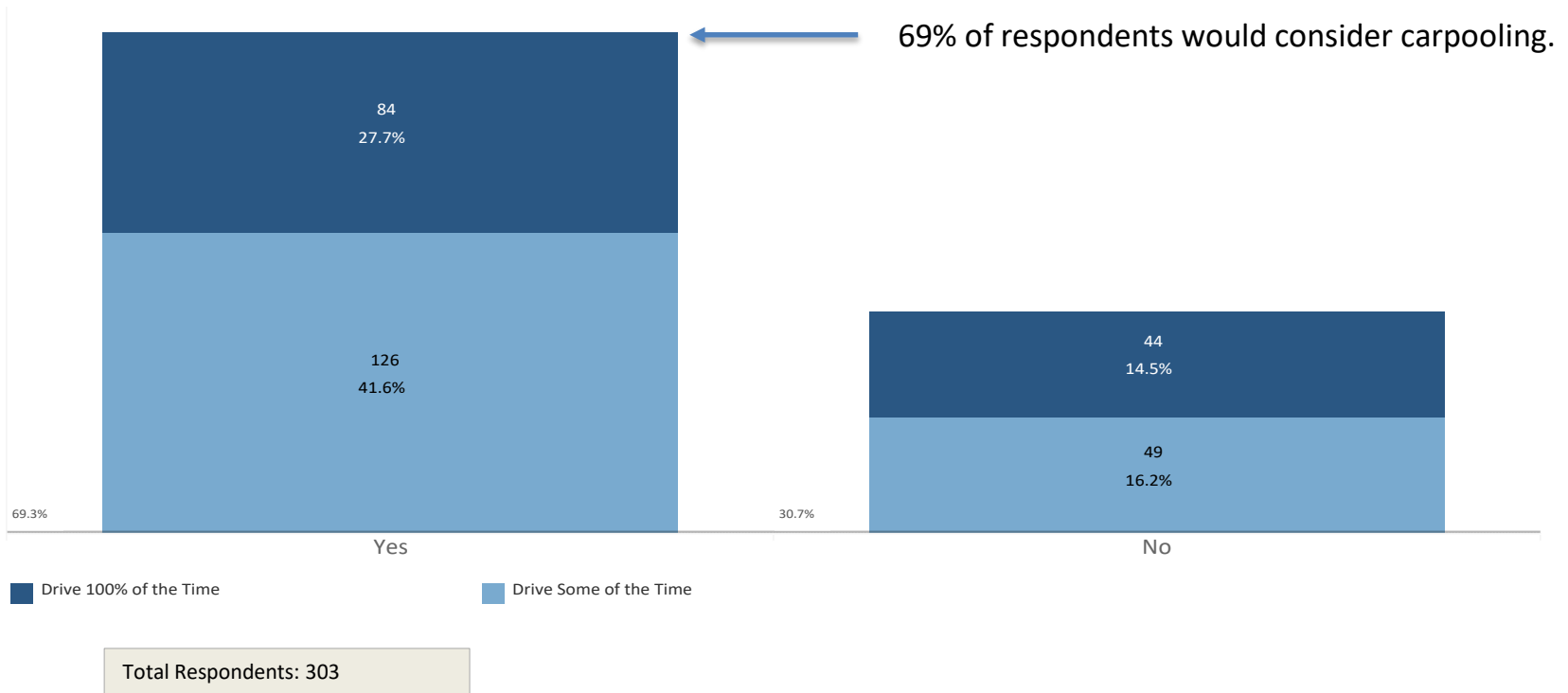
Total Responses: 408



Making Other Travel Choices When Driving Not a Choice



Openness to Other Choices: Carpool



Downtown Employee Survey Summary

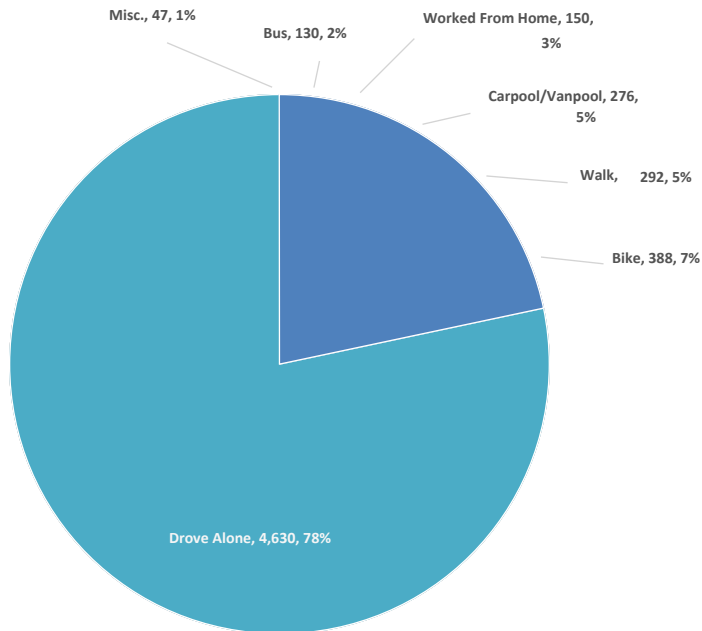


- Survey Dates: October 21 – 31, 2019
- Online survey focusing on people working Downtown & Not at IU

Category	Count/Percent
Survey Responses	1,110
Total Number of Employees	13,000
Response Rate	9%
Margin of Error	2.83%



Employee Current Commute Modes to Downtown



Number of Responses, Percentage of Survey Responses



Total Respondents: 1,139
Total Responses: 5,786

Respondents indicated travel mode for each day of the week (Mon-Sun).

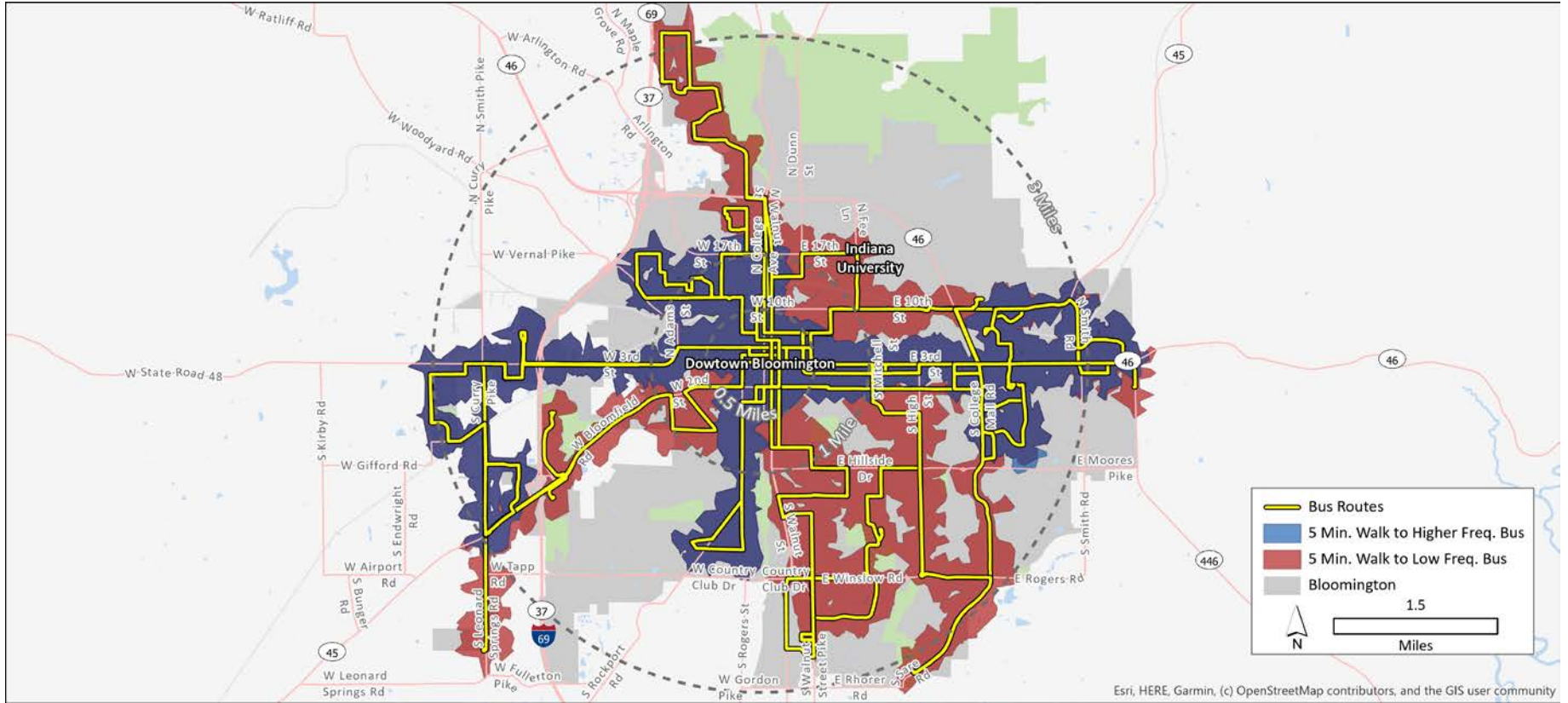
Employee Distance to Work Downtown



Respondents indicated travel mode for each day of the week (Mon-Sun).



~50% of Employees Live Outside of BT Service Areas

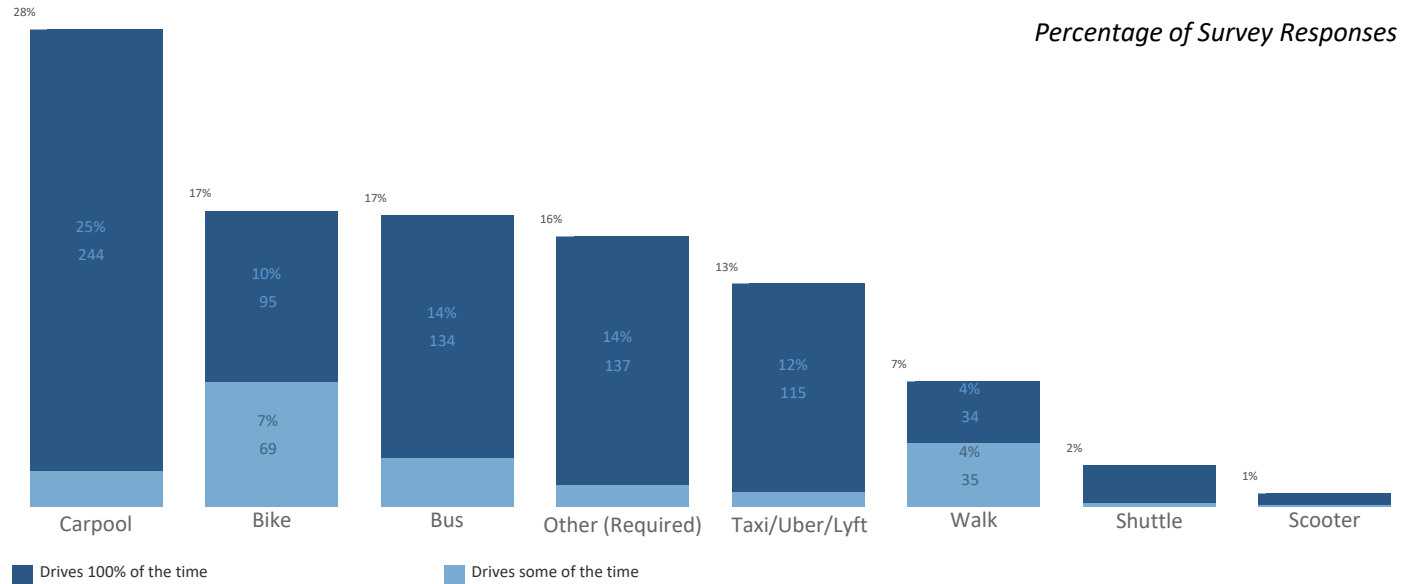


Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community





Making Other Travel Choices When Driving Not a Choice



Total Respondents: 960

Asked of people who only drove alone in mode split.



Best Practice Gap Analysis

General TDM Strategies



Strategy	Tactic	Application		
		Has	Enhancement Needed	Additional Strategy
Technology Accelerators	Real-Time traveler Information	X		
	National 511 Phone Number	X		
	Carpool/Vanpool Matching			X
	Parking Availability Information			X
	Electronic Payment Systems	X		
Financial Incentives	Tax Incentives		X	
	Parking Cash-Out			X
	Parking Pricing		X	
	Incentive Reward Programs			X
Travel Time Incentives	HOV Lanes			X
	Preferential Parking			X
Marketing & Education	Social Marketing			X
	Commuter Assistance			X
	Individualized Marketing			X

Targeted TDM Strategies



Strategy	Tactic	Application		
		Has	Enhancement Needed	Additional Strategy Needed
Mode	Guaranteed Ride Home (GRH)			X
	Ridematching Application			X
	Shared Auto Vehicles		X	
	Transit Pass Programs			X
	Bike Storage		X	
	Showers + Lockers		X	
	Shared Bicycles + Scooters	X		
Departure Time	Worksite Flextime		X	
	Coordinated Shift Scheduling		X	
Route	Real-Time Route Information		X	
	In-vehicle Navigation	X		
	Web-based Route-Planning Tools	X		
Trip Reduction	Employer Telework Policies & Programs		X	
	Compressed Work Week Programs		X	
Location/Design	Transit Oriented Development			X
	Remote Parking Location			X
	Live Near Your Work			X
	Proximate Commute	X		



Prioritizing TDM Strategy Implementation

Overall Strategy Philosophy



- More “carrots” than “sticks”
- Phased such that “carrots” come before “sticks”
- Patience to allow carrots + sticks to take effect



Priorities for Short Term Goal: Reduce SOV Rate from 62.8% to 60.0%

- TDM Marketing and Education
- Carpool Matching
- Guaranteed Ride Home
- Increase parking pricing by >50%



How to Organize the TDM Program to Deliver Those Strategies

Where TDM Program Should Be Housed



- Results from the Peer Review
 - **City Department (4)**
 - Transit Agency (1)
 - Business Improvement District (1)
- Stakeholder Input
 - Unanimous support for City of Bloomington hosting the TDM Organization as a TDM division

TDM Program Roles: A City Division that Reaches Beyond



- Actively coordinates + cross-pollinates throughout the community
 - Partners with local employers and gets their buy-in on TDM
 - Identifies critical areas of cooperation and engages with relevant entities
 - Stays in regular communication with city departments
 - Integrates TDM into the urban planning + development review process
 - Coordinates with other local entities with related TDM services



Staffing Required to Deliver it

Staffing needs: 2.5 FTEs

- Director (Below Department Head Level)
 - Leads TDM initiatives
 - Highly visible across departments and with partners
 - Hires and manages staff
- Manager
 - Runs day-to-day operations of TDM programs
 - Leads employer outreach efforts
- Part-time Coordinator
 - Supports TDM operations, such as events



Budget Required to Fund That Delivery

Category	Expense	Year 1	Year 2	Year 3
Staff	Salary (2.5 FTE)	\$165,000	\$168,300	\$171,666
	Payroll Taxes (9%)	\$14,850	\$15,147	\$15,450
	Fringe Benefits (18%)	\$29,700	\$30,294	\$30,900
	<i>Subtotal</i>	<i>\$209,550</i>	<i>\$213,741</i>	<i>\$218,016</i>
Overhead	Office Supplies & Equipment	\$10,500	\$7,500	\$5,000
	Conference Fees, Dues & Travel	\$4,000	\$4,500	\$5,000
	Office Rent	\$14,000	\$14,700	\$15,435
	Meeting Costs	\$1,800	\$2,000	\$2,200
	<i>Subtotal</i>	<i>\$30,300</i>	<i>\$28,700</i>	<i>\$27,635</i>
Direct Expenses + Consulting Fees	Ride Matching Software	\$80,000	\$83,200	\$86,528
	Guaranteed Ride Home	\$20,900	\$21,736	\$22,605
	Other "Try It" Incentives	\$39,000	\$40,560	\$42,182
	Printing + Graphic Design	\$20,000	\$20,000	\$20,000
	Promo Events	\$10,000	\$10,000	\$10,000
	Marketing/TDM Contractors	\$75,000	\$60,000	\$55,000
	Legal & Accounting	\$6,000	\$5,700	\$5,415
	<i>Subtotal</i>	<i>\$250,900</i>	<i>\$241,196</i>	<i>\$241,731</i>
Grand Total		\$490,750	\$483,637	\$487,382



Funding the TDM Program Budget

- 80% Federal Funds
 - Surface Transportation Block Grant (STBG) Reimbursement Program
- 20% Local Match
 - Short-term
 - City's operating budget, local taxes
 - Campaign sponsorship packages
 - Longer-term
 - Employee + Resident Parking Fees
 - Developer fees



Next Steps

TDM Program Implementation Steps for 2020



		Q1	Q2	Q3	Q4	
Formalizing the Program	1	Secure City Council approval to house the TDM program in city government	■			
	2	Establish TDM goals for the program	■	■		
Funding the Program	3	Identify and secure local funding streams	■	■		
	4a	Dedicate time of existing employee(s) to securing TDM funding sources		■	■	
	4b	Identify and apply for public grants to establish short-term funding needed to launch program			■	■

TDM Program Implementation Steps for 2021 & Beyond



		Q5	Q6	Q7	Q8	Ongoing
Operating the Program	5	Hire TDM Program Staff	■	■	■	
	6	TDM Program Director to launch TDM programs			■	■
	7	Hire TDM & Marketing support staff / consultants			■	■
	8	Develop and implement TDM marketing and campaign communications plans			■	■
Monitoring & Evaluating	9	Administer regional mode split survey every two years			■	■
	10	Submit an Annual Report			■	■



QUESTIONS?

February Minutes

Attendance

In Attendance: Mark Stosberg, Mallory Rickbeil, Paul Ash, Ron Brown, Beth Rosenbarger, Jim Rosenbarger, Ian Yarbrough, Craig Medlyn, Kelly Clark, Jacklyn Ray, Ann Edmonds

The Commission welcomes new member Kelly Clark.

Approval of Minutes

- Approval of prior minutes was deferred

Public Comment & Commission Member Comments

- Ron Brown reports that the pool noodle has been removed from the chicken sculpture on the B-Line near Sixth Street. The sculpture swings at head level and is a danger to cyclists.
- Rob Brown reports that a bike/ped sign has been removed near the IU Auditorium. He's concerned the area may be less safe now.

4. Reports from Commission Members

- Kelly Clark shared concerns about scooters being silent as a safety issue.
- Kelly Clark shared an interest in connecting The Karst Greenway and the B-Line with a safe connection for cyclists. Mallory reported that right-of-way is being purchased for that project now and construction may start this summer.
- Ann Edmonds reports that the Community Foundation has \$20,000 total for place-making grants. The terms require that you provide 50% of the grant amount received. (They provided $\frac{2}{3}$, you provide $\frac{1}{3}$).
- Kelly Clark shared a proposed sidewalk improvement to help with the Route 1 Transit line.

5. Reports from Staff

- Beth Rosenbarger shared a preview of transportation design and build plans for the next few years

6. Old Business

- None

7. New Business

Crash near Bloomington South

- Planning and Transportation staff would like to be notified about bike/ped crashes from the Police. They weren't in this case.
- Language is important: The more accurate term is "crash", not "accident".
- City transportation staff will communicate with the Police department for potentially better responses in similar situations.

Volunteers Needed

- Mallory asked for volunteers for a bike valet parking program:
 - The first event is Taste of Bloomington on Sunday, June 21st.
 - The next event is Pride Fest in August.
 - Mallory will send out dates and details

8. Upcoming meetings/events

- Next meeting is Monday, March 9th at 5:30 in the Hooker Conference room

I. Call to Order

In attendance: Mark Stosberg, Mallory Rickbeil, Beth Rosenbarger, Paul Ash, Ann Edmonds, Ian Yarbrough, Jaclyn Ray, Ron Brown, Mary Hallinan, Shirley Evans

II. Approval of Minutes

1. The minutes were approved.

III. Public Comment & Commission Member Comments

1. Ron Brown that reported the chicken statue on the B-Line near 6th street is now safer. Someone has attached a pool noodle to the part of the sculpture that extends near the trail at head level.
2. Mary Hallinan spoke in favor of traffic calming in Broadview and more sidewalks. She noted that the current speed humps are louder when they are near front doors. The City has proposed a solution to locate the speed humps differently in part to approve the acoustics. It seems that the temporary rubber speed bumps are louder than the permanent asphalt speed humps.
3. Shirley Evans was also attending from Broadview to speak in favor of increased traffic calming there.
4. Mark Stosberg that new side path on Rhorer Road made a cross-town family commute less stressful. He also reported that he counted 25 users of the Limestone trail in a 5 minute period between Church Lane and Dillman last Sunday.

IV. Reports from Staff

1. Upcoming events were reported.
2. Beth Rosenbarger reported that part of Old 37 near Lower Cascades park may be closed car traffic temporarily as an experiment.

V. Old Business

- A. Identify preferred alternative for Summit Elementary NTSP for neighborhood approval
- B. Identify preferred alternative for Broadview Elementary NTSP for neighborhood approval

VI. New Business

1. a. Meeting Schedule for 2019 (Was there a final schedule?)

VII. Upcoming Meetings/events

1. Family Bike Ride to Lunar Skate – 6:15pm, November 23, 2019 (Meeting Location TBD)**
2. Rink to Drink – 8:30pm December 21, 2019, December 21, 2019 (Meeting Location TBD)
3. Next BPSC will be December 9th at 5:30 PM in the Hooker Room in the City building contingent on something to vote on.
4. Commision and Board appreciation event is at the Cascades Clubhouse on Kinser Pike on December 15th at 5:30 to 7:30 pm. Carpooling may be arranged.
5. There a meeting about environmental considerations about the old hospital site next Wednesday. Jaclyn has details.