

City of Bloomington Common Council

Legislative Packet –2nd Addendum **(Posted on Wednesday, 03 June 2020)**

Wednesday, 03 June 2020

Regular Session

Starting at 6:30 PM

Questions and answers related to a Transportation Demand Management Plan, along with information provided by the Economic Stabilization & Recovery Group on the RRF Loan program are contained herein.

Please see the note on the [Agenda](#) addressing public meetings during the public health emergency

For a schedule of upcoming meetings of the Council and the City's boards and commissions, please consult the City's [Calendar](#).

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Council TDM questions

1. I hope my questions regarding incentives were appropriate for the forum. I spent a number of years advocating for people with disabilities and now I work with elderly individuals. Seems like these 2 groups have the biggest challenge using alternative modes of transportation and so with this perspective I ask that you comment on that issue at Wednesday's presentation.

Answer: First, the focus would be for people who work downtown. If someone works downtown and let's assume they already don't drive, they would benefit from an incentive just the same as someone who drives but switches modes. Their employer could start paying for their transit pass or creating a program to make working from home an option on some days of the week.

Second, a discussion about more frequent bus service is a supply-side solution. The TDM is focused on demand-side solutions only. This can be discussed further in the presentation.

2. Can you say more about how the incentives would be applicable to non-core districts such as District 3, and how might that work?

Answer: It's important to separate that the Plan focuses on two groups: downtown employees and people who live in neighborhood parking zones. For downtown employees, they can live in any district, and the incentives would then apply to all districts for anyone who is commuting to downtown for work.

Additionally, carpool, vanpool, carshare, and other programs can also benefit residents in all districts.

3. If the program budget is approximately \$500,000 per year, what are the benefits for this expenditure in terms of numbers of people to move the SOV use from 62% to 60%? How many people?

Answer: First, the TDM Plan focuses on the downtown and neighborhood permit zones. If we are looking only at downtown employees, then based on the TDM employee survey, 78% of downtown workers drive to work alone. This number is higher than 62% because 62% is taken from the US Census and represents only people who live in Bloomington, and from the survey we know that 35% of downtown employees live more than 5 miles from their work. Furthermore, 62% is the SOV commute rate for the entire city.

Second, based on estimates from Downtown Bloomington Inc., there are 13,000 downtown employees. If the goal is to reduce the current single-occupancy vehicle commute share of 78% down to 60%, then that would be a shift of 2,340 SOV commutes to other modes. Depending on the distances of those commutes and what mode they shift to, that would represent a significant reduction in greenhouse gas emissions as well as reductions in traffic and other forms of air pollution. Additionally, reducing vehicle miles traveled by motor vehicle improves safety because it is correlated with crashes.

Finally, quantifying these benefits might be possible, but it would require more time in order to collaborate with others who have relevant expertise.

4. What is the cost to the city budget? What is the cost of the 2 1/2 staff to execute the TDM program and what budget do these salaries come from? (Combined two questions)

Answer: The estimated cost for the 2.5 FTEs as well as recommended programs outlined in the TDM Plan is \$475,000 to \$500,000. Those figures represent a full implementation.

“Although city-wide TDM programming can vary substantially depending on the size and scope of activity, it is estimated that a budget of between \$475,000 and \$500,000 annually would fund the administration and programs of Bloomington’s TDM program during its first three years of operations,” (TDM Plan, pg. 61). Like you, the administration is just receiving this report and will consider its recommendations as we prepare our budget requests for Council consideration.

5. Increasing parking fees equal to or greater than 50% is cited as an ongoing TDM funding stream. How much money would this generate?

Answer: First, the TDM Plan recommends different increases for the neighborhood parking permits and the garage parking permits. The TDM Plan also recommends further analysis to determine what pricing increases would be most appropriate. For the neighborhood parking permits, however, it does suggest increasing by more than \$40 per month; the current price is \$45 per year.

Parking Permit Pricing: To reinforce broader efforts to encourage residents to try non-SOV modes of transportation, the city should consider increasing the cost of its parking permits. Based on residential survey results, commuters are likely to use their second-choice mode more regularly if parking permit costs—which are currently 45 dollars per year—increased by more than 40 dollars per month. According to a Trip Reduction Impacts of Mobility Management Strategies (TRIMMS) analysis, increasing parking prices by 100 percent will reduce the SOV rate by three percent. Strategies like parking pricing and financial incentives are most effective when pursued as part of a broader package of TDM initiatives. For more detail on the TRIMMS analysis, please see Appendix B. (pg. 41)

It cannot be assumed that the same number of permits would be sold when prices increase. A better estimate would take into account demand elasticity, meaning how much people change their behavior based on an increase in price.

6. Are the City initiatives to adopt a TDM plan and build new parking garages in opposition?

Answer: Transportation Demand Management is focused on addressing and shifting demand through programs, incentives, pricing, education, and more. Parking garages are part of both the supply side, because it provides a place to park, and the demand management side because parking pricing influences behavior as well.

7. Could Wells & Associates (or whoever is appropriate) spend some time going through the **Program Success Matrix** (Table 3.1 | Page 25)? I’m not an idiot, but I’ve spent about 20 minutes reading and re-reading it, and I’m still not clear on the points they’re making about TDM in Bloomington and our chances for success.

Answer: This explanation will be included in the presentation. The Program Success Matrix represents industry standards for what needs to be true in order for a TDM program to be successful. The answers were based on data as well as stakeholder input. For example, what qualifies as congestion is somewhat relative because the level of congestion in Bloomington and what is considered acceptable will be different than another community.

8. What feedback do we have from City staff – particularly ESD and Planning & Transportation – about having TDM reside in their Department? Pros? Cons? What feedback have we gotten from the MPO? What could be the advantages of having TDM reside with the MPO?

Answer: This can be discussed during the presentation. However, it's important to note that the TDM Plan recommends a department location for the TDM sub-division. In order to consider the MPO, it would need to be reviewed by the MPO committees and voted on by the MPO committees as well. The administration will weigh in on this as well as the budget development process proceeds.

9. The report proposes the addition of 2.5 staff members to launch and provide ongoing management for TDM programming. What if we decided not to fund that many people? What could be accomplished with two staff members? With one staff member?

Answer: Both the TDM Plan and City staff recommend adding the positions over time. The TDM Plan outlines the work of each position. However, one full-time staff member would likely only be able to focus on higher-level coordination and broad, external advocacy, such as coordinating with regional entities while establishing and managing the program. As outlined in the plan, a second staff member would be able to focus on more detailed outreach with local employers and employees, and be able to administer more programs.

This could be considered similar to bicycle-friendly community goals and recommended staffing. For example, in order to be a Platinum-level bicycle friendly community, the League recommends one staff person per 20,000 residents; this could be based on the ability (and limitations) of a staff person to conduct outreach.

10. If we decided to move forward with lower staffing levels than what is recommended in the report, then what would we need to give up? Which parts of the program would need to be postponed/jettisoned?

Answer: See above. Also note that each year's budget process involves the review of all programs/services each department offers. In that context, it's possible that new programs could be added and programs no longer serving the community's best interests can be eliminated or phased out over time. We are just beginning the 2021 budget development process where these discussions will take place.

11. The Report talked about Federal (and to a lesser extent, State) funding to be supplemented by local match monies. However, I didn't see a lot about engaging the *private sector* and inviting their support (even though the report mentioned the importance of creating such partnerships). What needs to happen in order for us to do so? What have Fort Collins, Portland, etc. done in this regard?

Answer: The private sector is assumed to be involved through event sponsorship, which are listed in the revenues side of the budget. Additionally, the private sector would be engaged, mostly through the second full-time staff person to work directly with businesses and aid in developing programs for their employees.

There are other models of TDM programs that are funded by the private sector, which would usually involve creating a 501c3; however, this Plan is focused on TDM as part of local government. The peer communities that were examined house the TDM program within city government, in their planning departments, with the exceptions of Ann Arbor (transit agency) and Ithaca (downtown improvement district).

12. The proposed sources of revenue (Federal/State/Local dollars) all seem like unreliable sources of money for the *long term*. So what happens in year four? Is it expected that the entire cost of the program will be absorbed into the City's base budget by then? Or is it expected that we'll be "done" by then?

Answer: The TDM Plan recommends identifying a sustainable revenue stream, and that could mean local funding. To a certain extent, all revenue sources are slightly unreliable; however, there is no model that is completely a sure thing (a non-profit has to fundraise, etc). The TDM Plan could reach the goals it has established, however, we would then set new targets as a community. In which case, the work would not be done in year four.

Additionally, the TDM Plan recommends developing TDM requirements as part of the development standards for new developments in town. This is one TDM strategy that would take funding to begin and implement, but once developed, functions as a code requirement.

13. **Event Sponsorships** (p65) – What are these? Who provides the sponsorship dollars? Is this private sector money?

Answer: Event sponsorships are money that companies provide to help sponsor events. This can be similar to a company that sponsors a 5k run, companies can sponsor TDM events, such as a Bike to Work Day Party. Yes, this would be private sector money.

14. **Trip Reduction** – It sounds like trip reduction (at least as it's used here) is all about employers offering options for telecommuting. Is there anything else that goes into trip reduction?

Answer: Because the plan is focused on two frames: downtown employees and neighborhood zone residents, the trip reduction focus is on reducing trips to work. Remote work is one strategy for reducing trips. Carpooling and vanpool are another option that reduces the number of vehicles on the road, but still includes the same number of trips.

15. **Conclusions | Carrots & Sticks** (p44) – I'm totally on board with the proposed marketing/education recommendations. Bravo! But we then seem to gloss over opportunities to enhance public transit and go straight to hiking parking prices. Is there a reason for this approach? Early on, the report talked about emphasizing "carrots", but if increasing parking prices is our next course of action, then we seem to be moving to a "stick" pretty quickly.

Because I represent a district that is woefully underserved by public transit options, I'd like to see us spend a little more time on the "carrot" of enhanced public transit.

Answer: Enhancing public transit in terms of having more frequent service or more routes is a supply-side solution. Enhancing public transit by having more routes can be a solution to help residents access downtown without driving alone in a vehicle, however, it is not a demand management solution.

The other carrots that can still serve an area are incentivizing carpooling, vanpooling, and remote work. Two or three people sharing the cost of one carpooling parking permit is more economical than one person paying for it. Additionally, working from home one day a week reduces trips and, depending on the parking pricing structure, could also reduce the amount a person pays to park their vehicle.

The TDM Plan recognizes that increasing parking pricing will feel like a stick, but it does note that because parking is subsidized, it is currently a carrot. The plan still recommends treating increasing parking pricing as a stick, and implementing other programs (special carpool parking permits, remote work policy updates) before increasing parking pricing.

16. Regarding the stakeholder group. I see on pg. 10 that 13 groups were represented (including 4 city depts). How many people actually took part? I am concerned that it wasn't very many, since the SOAR analysis only showed about 9. Why were not more people involved? Were there other methods by which participants could weigh in (excluding the surveys)?

Answer: At each of the stakeholder meetings, participation ranged from 8 to 15 people. The consultants recommended a stakeholder group of about 15 people in order to have successful and meaningful discussions. It's important to note that the stakeholders who were able to participate represent large groups of people, and they provided feedback from others in their organizations. The methods of participating were the stakeholder group and the surveys, there were not other methods.

17. Am I correct to assume that downtown employees included people who work at IU? I assume this because the total given on page 17 is 13,000 downtown employees.

Answer: No, because the survey area did not include the IU campus; however, there are some IU offices within the boundaries of the survey. The survey used the same boundary of downtown that is used by Downtown Bloomington, Inc., which is First Street, Indiana Avenue, 11th Street, and Rogers Street.

18. In Table 4.2 "Targeted TDM Strategies Gap Analysis," there's an X next to Remote Parking Location that says "available to all of Bloomington." I can't think of a remote parking location for people coming to downtown (which is the focus of the TDM plan). What is meant here?

Answer: There are multiple existing underutilized parking lots on the peripheries of the community. These parking lots do not currently function as park-and-ride locations, but they could be considered for that use.

19. Does the consultant have any suggestion to address the following sentence at the top of page 34? "Increasing parking pricing may create hardship from some lower income downtown workers and therefore attention should be paid to this population..."

Answer: There are options to have permits available that people apply for based on income or need. If the increased parking pricing increases revenue, it can offset some of that. Or the increased revenue from parking permits could be used to provide more transit passes and/or transit service.

20. I am concerned about using an increase in business revenues downtown as a way to measure the success of the TDM implementation, as indicated in #2, first bullet point on page 49. An increase in business revenues downtown could be attributed to a lot of different reasons, not necessarily TDM (and certainly not only TDM).

Answer: This metric for success was defined based on the results defined by the stakeholder group. It is possible to include and define other metrics for success as well. Generally, it was considered important to look at reduced SOV trips in combination with downtown prosperity, and that both metrics should be viewed together.

21. Impact fees on developers are offered as a way to fund multimodal transportation at the top of page 65. Are such fees legal in Indiana?

Answer: We did not have enough time to fully investigate this issue. We are working with City Legal to draft a response at a later date.

22. Table 7.2 seems to give the same information three times. Am I missing something? (page 66)

Answer: You are not missing anything. This is a typo, and we would be happy to fix it.

23. Stakeholders identified our primary transportation strength as our bicycle infrastructure and population who uses it. On our most recent bicycling report card from the League of American Bicyclists, we were at 3.93% commuting by bike. Do we know the average of those bicycling in cities that were used as examples in this report? What is the standard for the Gold and Platinum designations from the League?

Answer: Appendix B, Figure 1, shows the mode split for each peer city; the bicycle mode share ranges from 0.7% in Durham to 6.4% in Fort Collins and Missoula. The Bicycle Friendly Community recommends the following levels of ridership for each category: Gold, 5.5%; Platinum, 12%; Diamond, 20%.

24. Measuring the success of a TDM program based on economic activity in the downtown area seems disconnected. With COVID, it also seems impossible to do. Was this recommended by the stakeholders, or by the consultants? Can you speak to how this would work? It seems to me if we are creating a program to discourage SOV use, we would measure the program's success on our 2020-2022 goal of SOV decreasing to 60%, and perhaps something else like average VMT per resident, which has been increasing. I could also see us measuring success by something like vehicles per household (we know homeowners own more car per household than tenants), a

reduction in our GHG emissions for SOVs, or maybe something related to the health of our residents and city, since other modes encourage active transportation.

Answer: This metric for success was defined based on the results defined by the stakeholder group. It is possible to include and define other metrics for success as well. Generally, it was considered important to look at reduced SOV trips in combination with downtown prosperity, and that both metrics should be viewed together.

25. This report mentions Bloomington's impressive bike infrastructure, yet we rank on the very low end of miles of bike lanes compared to total road miles for a Gold level city with the League. Do we know this ratio for the peer cities in this report?

Answer: Please see question 21. Additionally, Transportation Demand Management is focused on doing more and shifting behavior with the infrastructure that is in place. The point would be to learn if some people would be willing to shift behavior based on the facilities we have. Adding infrastructure is a supply-side solution, but if more facilities are added, TDM strategies would still be used to continue to educate people about their options and provide incentives for walking, bicycling, carpooling, or transit commutes.

26. The report gives a few reasons as to why the bikeshare did not work here, one being that lots of people already own bikes. Is bikeshare something tourists like? I am wondering why bikeshare is successful in other cities, but not here. I think there is still a population of people who want to ride, but are scared about maintenance and repair, or others with storage constraints.

Answer: We do not have data readily available about the number of tourists compared to residents who utilized bikeshare. Bikeshare can appeal to tourists and could continue to be a good activity for tourists in our community. Bikeshare systems as a whole are undergoing rapid change along with scooter companies. The most successful bikeshare systems in the U.S. are in larger cities with greater density, have dedicated racks, and have financial commitments from companies or the cities themselves (this list is not exhaustive).

27. Were any of these options considered as part of the overall TDM strategy? Would any be good additions?

a. Making transit free:

- i. **Answer:** the TDM Plan does suggest that employers provide transit passes for employees. However, there was not a consideration of making the entire system fare free. (appendix C, pg. 21-22) This discussion would need to happen with Bloomington Transit and its Board.

b. Dynamic parking prices downtown:

- i. **Answer:** The consultants noted that this was not considered, but that they consider the question less about dynamic pricing and more about parking pricing that results in deliberate decision-making about commutes. Dynamic parking prices can be a useful tool; in this case, the Plan is focused on commutes and the price of parking permits, which are less likely to be dynamic, and dynamic parking pricing might be most relevant to on-street meters and less routine trips to the downtown.

c. Subsidized airport shuttle (if students keep cars in order to drive to the airport, this could help eliminate some cars parked downtown):

- i. **Answer:** This was not specifically considered or analyzed. This could be considered and viewed similarly to promoting the existing coach buses.
- d. Resources for car sharing between individuals/households (as the report says, I think people who rarely use their cars are still afraid to give it up. Carshare might help some, but what if we had even smaller share options, so 1-4 households could share 1 car?):
 - i. **Answer:** This was not specifically considered. Carshare was considered generally, and different models of carshare could be encouraged. This seems to be more focused on providing resources to allow households to create private contracts in order to pursue private carshare.
- e. Eliminating parking minimums or decreasing parking minimums for new developments:
 - i. **Answer:** This level of detail about the current development requirements was not considered. The TDM Plan does recommend creating TDM requirements as part of development review, and this would be part of that review.

28. What is our current supply of downtown parking spaces? Does this number include public and private spaces (apartments, condos, businesses)? What will our supply be with the 2 new garages? How does this compare to the peer cities in this report? (Pg.25)

Answer: Walnut Street garage: 346
 Morton Street garage: 521
 4th Street garage (new): 550
 Trades District garage (new): 350
 Surface Lot Meters and on-Street Meters: 1565
 Private spaces - Table 8 from the 2018 Downtown Area Parking Study projected approximately 1000 new spaces would be created from private development (1,704 total spaces less 710 displaced spaces)

29. Can you explain Table 4.1 (pg.29?) Are these steps—do we first create a strategy, then enhance, then it becomes available to all of Bloomington?

Answer: Table 4.1 is noting if the strategy exists already and if it is widely available. “Additional strategy needed” means it is not currently available in Bloomington to our knowledge. “Enhancement needed” generally means it exists but might only be available through certain employers. “Available to all of Bloomington” means it is currently widely available. It does not need to progress through all three steps, this is just showing where these strategies exist currently.

30. What is the "start" date for the projected quarterly timelines in Section 5? I.e., does "Year 1" mean 2020? Or will "Year 1" start if/when the City Council chooses to support the plan, thus meaning "Year 1" actually starts more or less at Q2 or Q3 of 2020 (since council is considering the plan in June 2020)?

Answer: Yes the start date is intended to be flexible and generally tied to if/when strategies are initiated.

31. Do we have a sense of how easy we will be able to secure Surface Transportation Block Grants for funding part of our TDM Program, as recommended in Section 7?

Answer: STBG funding is competitive and annual funds are programmed out in the Transportation Improvement Program (TIP) 4 years into the future. Generally requests (need) exceeds the available funding for TIP development process and requires either a reduction in funding (higher local match) or projects not receiving any STBG funds.

32. On average, what does our current STBG funding look like — e.g., number of grants awarded annually and total dollar amount awarded annually?

Answer: The STBG funding is administered by the BMCMPPO. Approximately \$2.7 million is available annually. See question 29.

33. Will pursuing STBG funding for TDM limit our ability to use STBG funding for other projects and initiatives?

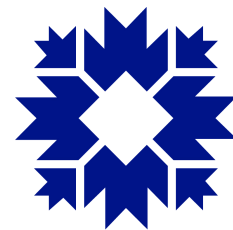
Answer: Yes see question 29.

34. Should we be incorporating Greenhouse Gas (GHG) emissions reductions within our community's transportation sector as part of the goals of a TDM Program? While this isn't one of the goals identified in the stakeholder engagement process, the TDM Plan calls for aligning TDM goals with the city's Comprehensive, Transportation, and Sustainability Action Plans, stating: "These goals should also maintain consistency with other planning documents such as the city's Transportation Plan and Sustainability Action Plan" (p. 50). (For reference, all three of these plans call for GHG emissions reductions, including 80% reduction of GHG emissions community-wide by 2050, in line with the City of Bloomington's multiple commitments to the GHG emissions reduction targets of the Paris Agreement.)

Answer: The TDM Plan focused on the goal of reducing SOV trips based on the stated goal in the Sustainability Action Plan. It is possible to include greenhouse gas emissions goals, and it is also possible to adapt and update the goals over time.

Economic Stabilization & Recovery

Status update: 06/3/2020



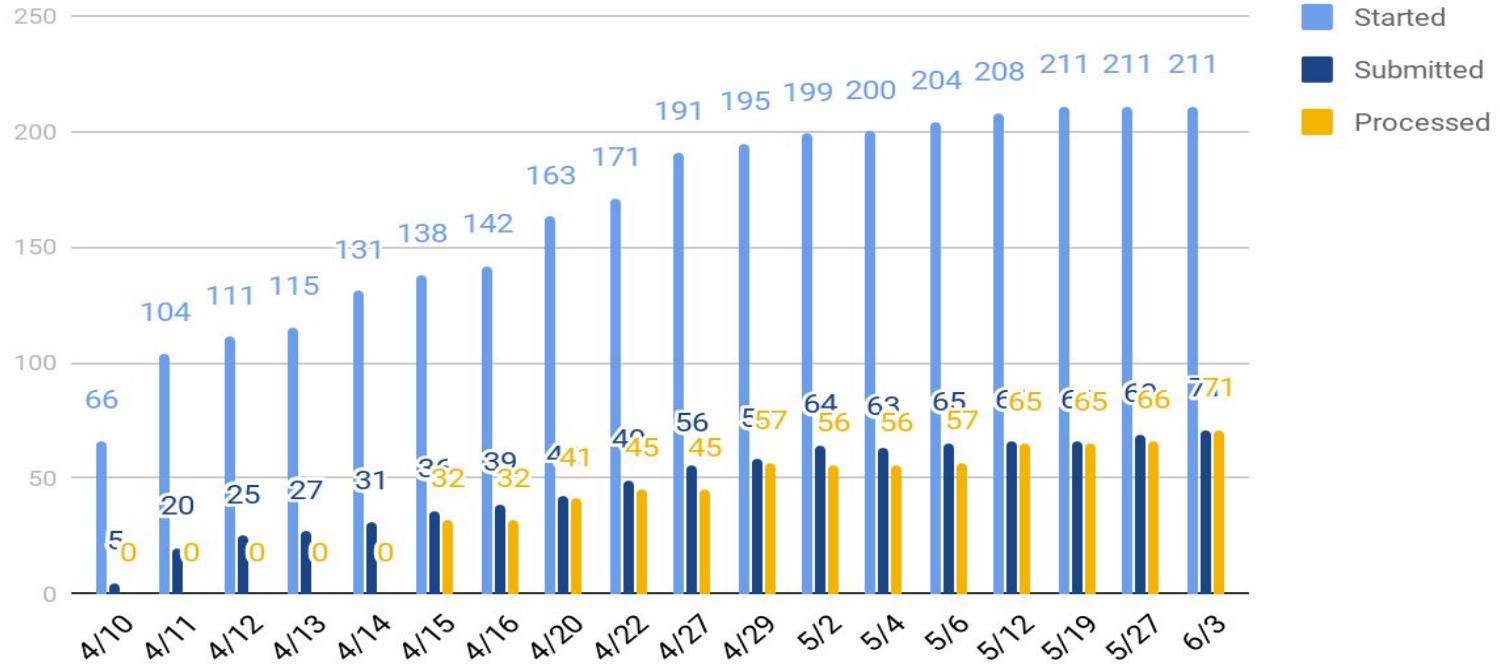
Alex Crowley | Director, Economic & Sustainable Development
and

Special Report: Brian Payne | CDFI Friendly Bloomington

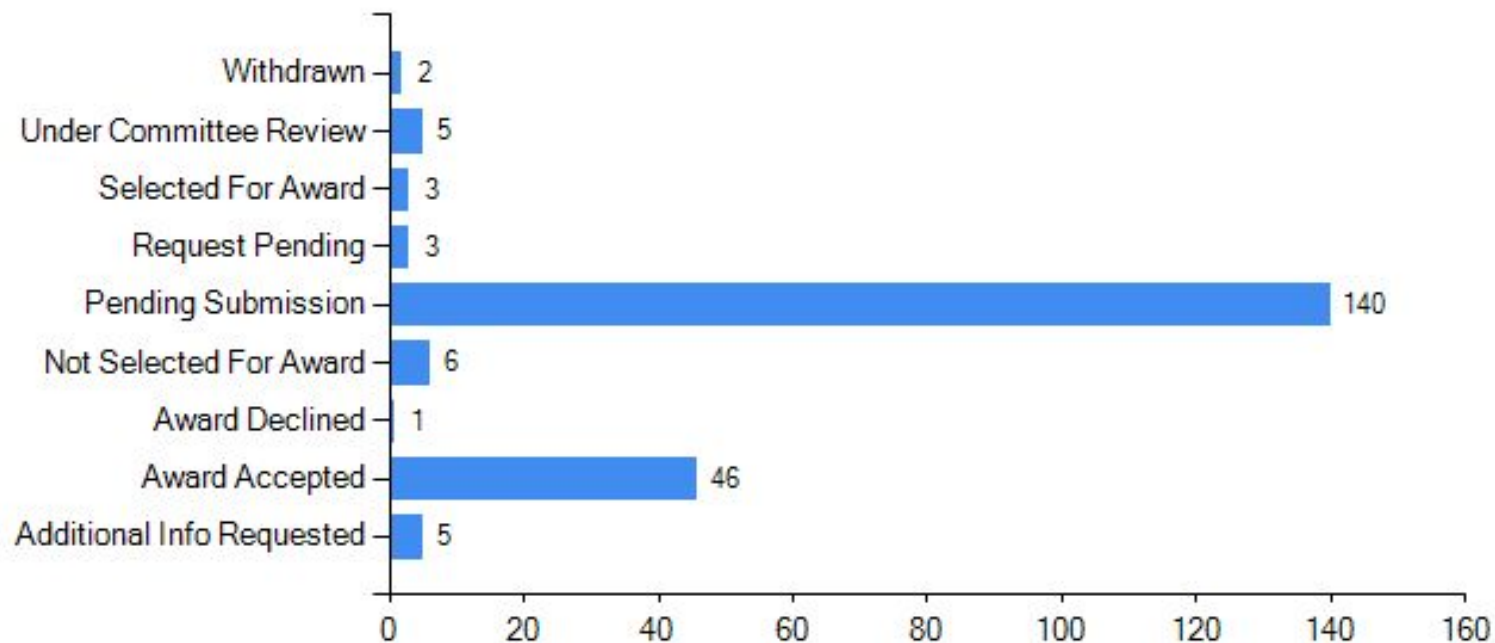


Application Volumes

Daily - Program to Date



Current Status - Snapshot



Funding Commitments

	Approved/Pending Agreements	Funded	Total
Total Applications:	3	46	49
<i>FAB</i>	<i>\$53,500</i>	<i>\$939,600</i>	<i>\$993,100</i>
<i>BUEA</i>	<i>\$25,000</i>	<i>\$272,170</i>	<i>\$297,170</i>
Total Funding:	\$78,500	\$1,211,770	\$1,290,270
<i>Av. Loan Amount</i>	<i>\$26,167</i>	<i>\$26,343</i>	<i>\$26,332</i>





Rapid Response Fund - information & to apply:
bloomington.in.gov/business

Contact:

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City of Bloomington, Indiana
RRF Loan Program - Funded Loans (ongoing)

6/3/2020

Borrower	FAB	BUEA	Total
A.E.A Design & Apparel	\$3,600		\$3,600
Back Door Bloomington LLC DBA The Back Door	\$50,000		\$50,000
Baked of Bloomington	\$50,000		\$50,000
Balance Lifestyle Services		\$6,000	\$6,000
Big Brothers Big Sisters		\$50,000	\$50,000
Big Time Trading		\$25,000	\$25,000
Bloomingtontea	\$15,000		\$15,000
Bloomington Massage & Bodyworks		\$20,000	\$20,000
Bloomington Pets Alive		\$10,000	\$10,000
Bloomington Playwrights Project	\$20,000		\$20,000
Bloomington Salt Cave	\$10,000		\$10,000
Bloomington Stitchery	\$7,000		\$7,000
Cardinal Stage Company	\$50,000		\$50,000
Cherry Canary Vintage	\$12,500		\$12,500
Dat's Cajun Food & Btown Gyros	\$16,000		\$16,000
DK Sweets	\$18,000		\$18,000
FARM Bloomington	\$50,000		\$50,000
Fraternal Order of Eagles	\$7,000		\$7,000
Gaian Hands		\$7,000	\$7,000
Gather	\$18,000		\$18,000
inBloom Eats & Juice	\$15,000		\$15,000
K&P Global DBA O'Child Children Boutique	\$15,000		\$15,000
Landlocked Music	\$10,000		\$10,000
Lash Envy		\$5,170	\$5,170
Lotus Pilates	\$16,500		\$16,500
MJSB LLC. DBA: B-Town Diner	\$32,000		\$32,000
Nick's English Hut INC	\$50,000		\$50,000
PALS		\$25,000	\$25,000
Penguin Enterprises LLC dba The Chocolate Moose	\$40,000		\$40,000
Razor's Image	\$15,000		\$15,000
Sew Secret Tailoring		\$5,000	\$5,000
Soapy Soap	\$50,000		\$50,000
Spiral Bodies		\$19,000	\$19,000
That's the Rub	\$50,000		\$50,000
The Art Venue	\$14,000		\$14,000
The Atlas Ballroom	\$50,000		\$50,000
The Ritz Hair Studio	\$15,000		\$15,000
Tonya's Touch		\$50,000	\$50,000
Trojan Horse	\$50,000		\$50,000
UnderConsideration	\$25,000		\$25,000
Unveiled	\$25,000		\$25,000
Uptown Café	\$50,000		\$50,000
Vanished Aesthetic		\$50,000	\$50,000
Vibe Yoga	\$50,000		\$50,000
Wild Orchid Fitness & Dance	\$10,000		\$10,000
WonderLab	\$30,000		\$30,000
Sub-Total	\$939,600	\$272,170	\$1,211,770
<i>Count:</i>			46
<i>Average Loan:</i>			\$26,343