Transportation Working Group
Meeting 4
City Hall McCloskey Room
3 May 2018

Attendees: Kevin Whited, Perry Maull, Elaine Caldwell Emmi, Lew May, Autumn Salamack, Martin Bentley, Stephanie Richards, Logan Pfeiffer, Sonja Meinstma, Jane St. John

Summary of Main Points:

- Need for political will to realistically enact any kind of action plan
- Bloomington Transit (BT) is in good condition, but ridership has dropped recently
- BT has multiple new initiatives ongoing or planned
- Funding and marketing of BT are a challenge with current budget
- Top 5 priorities voted on:
    - Raise Parking Rates
    - Marketing Campaign for BT that emphasizes health, safety, finance, consistent values
    - Encourage the use of commuter bus/improve regional transit
    - Encourage children's independent mobility and free youth passes
    - Promote bike share
- Next steps in project in July and August

Detailed Notes:

- Revised definition of sustainable community presented and agreed
- Revised vision statement for sustainability action plan presented and agreed

Comprehensive Plan Goals Related to Transportation

- Future land use map (where is this from?)
- Comprehensive Plan Goals Related to Multi-Modal Transportation Infrastructure
- Chapter 4 Downtown about optimized parking, bike use and parking, work with Bloomington transit

Review of recommendations from meeting 2 and 3

- *Miller Bus Louisville, Evansville, Indianapolis – should be noted then go to Chicago on Greyhound – and these are subsidized already by INDOT (without this it wouldn't exist) – and not just Miller Bus, also GO Express should be added
- Bike corrals may be more secure than bike racks and are on-street
- Load factor for buses and percent of filled bus seat are practically the same thing
- 5.2% may seem high for mode-share split
  - Jacqui Bauer reported to STAR the mode share split
- ISO metric is great
- INDOT does ridership/capita annually
- GO Express uses Double map for campus commute
- What does prioritize safety and accessibility over capacity in transit design, planning, construction, and maintenance decisions? What does capacity mean? (of the service?) What does accessibility mean? (Handicap?)
- What is "transit person hours"? Lew has never heard that metric before
- Weekend ride number is really high compared to weekday
- What is the baseline for income spent on transportation? (STAR metrics)
- Lew likes last 2 ISO indicators (18.3 and 18.5), Indicator 18.2 could be misleading because no mention of frequency
- Ann Arbor is "Nirvana" for public transit – could public investment per capita be a good metric? Rather than ridership per capita?
- Look at Lawrence, KS ADA compliance being an action that may have been completed long ago
- Park and ride – need to take into account nature of small city like Bloomington (short commutes) – maybe not realistic unless parking is impossible/expensive – this is the only way it will work in a community like this (different in Atlanta, for example) – but may be applicable for people going long way, e.g., going to Indianapolis/Crane


Lew's Talk

- Reality is these planning documents need to have political will to make anything happen
- Need resources, funding, investment to make plans a reality – get local elected officials to invest
- Public investment in transit per capita would be a metric to address this
- Certain characteristics make a service more attractive (parking expense, connectivity, etc.)

Possible Funding Sources

- Taxes targeted at visitors won't affect residents as much but could help local services
- Most taxes would require state officials' support, and conservative nature rules out essentially any taxes + state government likes to control local communities

- Potential funding sources:
  - Hotel Tax
  - Local Sales Tax
  - Local Income Tax
  - Grants
  - Gas Tax
  - Increased Parking Fees
  - Property Tax
- Increased Parking Fees (use increase to subsidize public transit) – could cities legally use the revenue to subsidize like that? Not an easy sell to auto-centric public → Education of public about true cost of cars needs to be increased
- IU not going to increase parking fee next year; not based on income, but maybe it should be
- Hotel tax currently used for something else
- Local income tax idea has not been successful
- Local food tax?
- Property tax – currently used by BT, generates $1 million, is 10% of budget (tax is something like 40 cents per $100 of valuation)
- State did have performance evaluation to allocate funds – this is how Lafayette gets more money, because they have combined system and Bloomington has a campus and public system
  - Formula changed in 2015, but frozen at current level
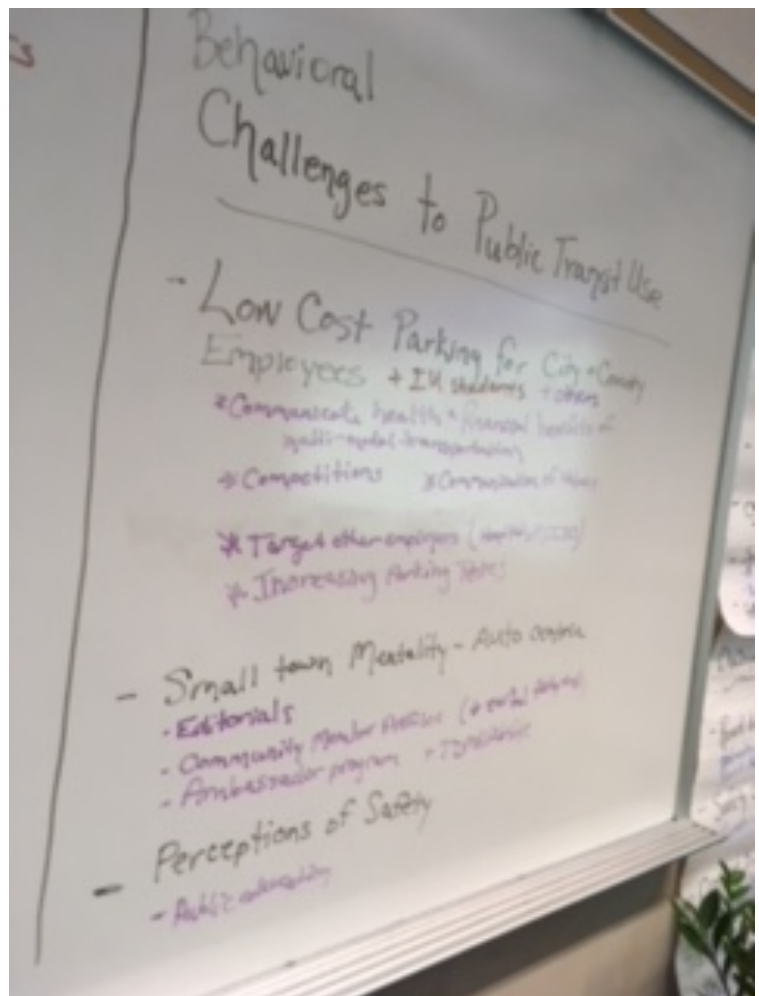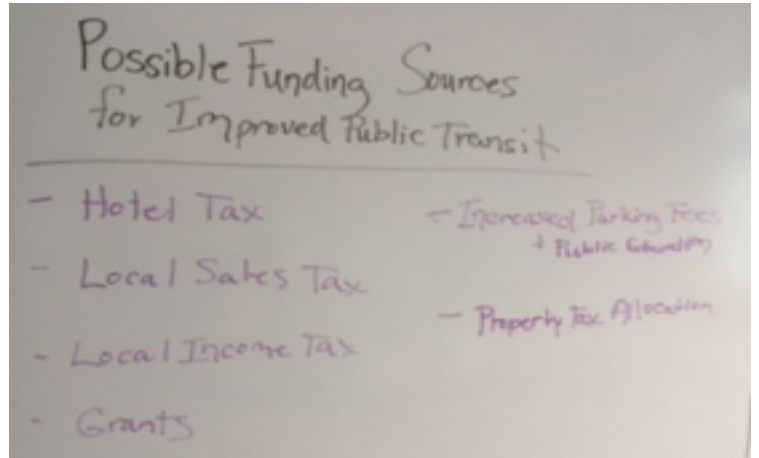
Behavioral Challenges to Using Public Transit

- Small town mentality (almost rural) that car is only option to get around – do an editorial to change the opinion that they want new parking
 - Explain how much it costs to own a car (~$3000-8000 annually)

- o Develop community member profiles to represent all of society could connect with the targeted audiences – create a tag connected to this (as a marketing strategy)
  - o TDM Marketing website – look at management associations
  - o How-to guide as a marketing material – collaborate with event planners about options
- Concerns about safety and the quality of other riders – large homeless population here and they get subsidized tickets – so people may be uncertain about safety (but reality is little to no crime has come from this)
  - o Crime concerns probably do not hurt Bloomington too much
- Lot of people who don't live in Bloomington don't have the option to use public transit because out of town not served
- Bus ridership down due to reduced gas prices, but also cultural trends: working from home, more online shopping, Uber/Lyft evolution, millennials attracted to dense urban areas and public transit
  - o *Transit should divide up target market and focus on segments which will use transit: millennials, low-income, graying population (ability of older generation to drive reducing with age)
- Just getting people to try it is a challenge (don't know how to use bus system)
  - o Incentivize: Hoosier Commuter Club members get Zipcar usage as a benefit
  - o Flexibility to deal with emergencies – Emergency Ride Home – federally-funded program
  - o Could encourage other employers to institute similar ideas
- Video tutorials, advertorials on how to use the bus could be done
  - o User training programs offered by BT ("way to go" training) – expand and promote marketing
- Low cost parking for city/county employees makes it too easy to drive –
  - o Show people benefits of walking vs driving re: health and financial
- New hospital will have a huge parking lot
  - o Hospital could be a potential partner for BT to expand to as an employer partnership
  - o Public school system could be another potential partner
  - o However, Bloomington doesn't have many other big employers
  - o Cook is outside city boundaries
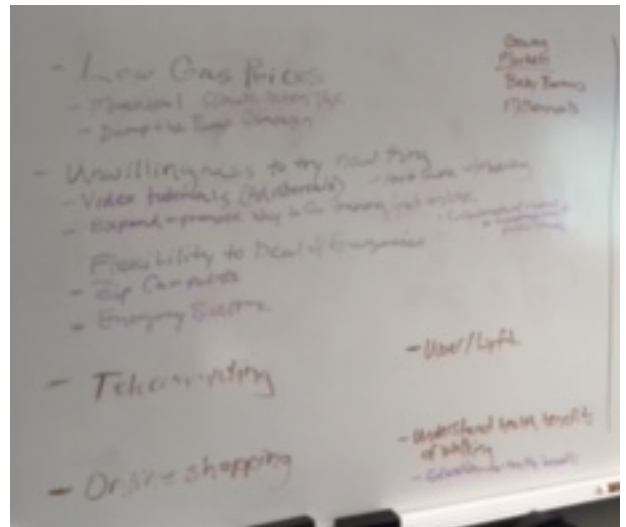
Notes:

- All are carrots, but need a stick (need a balance to sell the idea) – most often this is just the cost of car ownership
- Dump the Pump Campaign and National Transit Week are national campaigns

- User accounts with incentives?
- Target visitors to leave their car at home
- IUB/IUPUI shuttle getting a bus wrap
- BT wants free passage for all youth – this could address encouraging children's independent mobility (currently it's half-price)
    - this can get people to become transit riders at a young age – could use buddy system to address safety concerns
- Purdue has a mandatory class for new students on how to use public transit
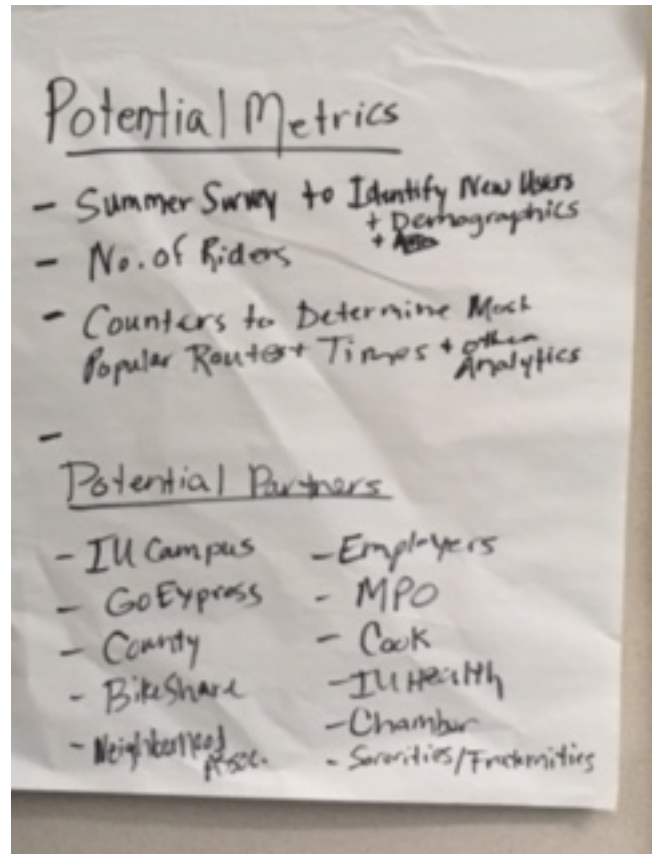
Metrics

- New riders? Would need to use surveys – mostly student riders so will always be a lot of new riders annually
- Number of riders
    - Could we track demographics?
    - IU does TDM survey every 2 years
    - Use analytics to track
- Infrared counter used on IU buses – shows influx on routes and times of popularity

Potential Partners:

- Campus Bus

Potential Metrics
- Summer Survey to Identify New Users + Demographics + Age
- No. of Riders
- Counters to Determine Most Popular Routes + Times + other Analytics
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Potential Partners
- IU Campus   - Employers
- GoExpress   - MPO
- County   - Cook
- BikeShare   - IU Health
- Neighborhood Assc. - Chamber
   - Sororities/Fraternities

- GO Express
- County
- Bikeshare
- Employers
- Cook and IU Health (currently have employee shuttles)
- Neighborhood Associations
- Chamber
- Model Transportation Challenge off of Energy Challenge
  - Sororities and Fraternities

<u>Voting</u>

- Top 5 priority actions feasible in 1-5 years will be decided through voting
- Other actions will be included in final report, but these 5 will be highlighted
- Top 5 are really useful for city to present community perspective

<u>Results:</u>

1. Raise Parking Rates
2. Marketing Campaign for BT that emphasizes health, safety, finance, consistency with values
3. Encourage the use of commuter bus/improve regional transit
4. Encourage children's independent mobility and free youth passes
5. Promote bike share

- These are primarily marketing ideas
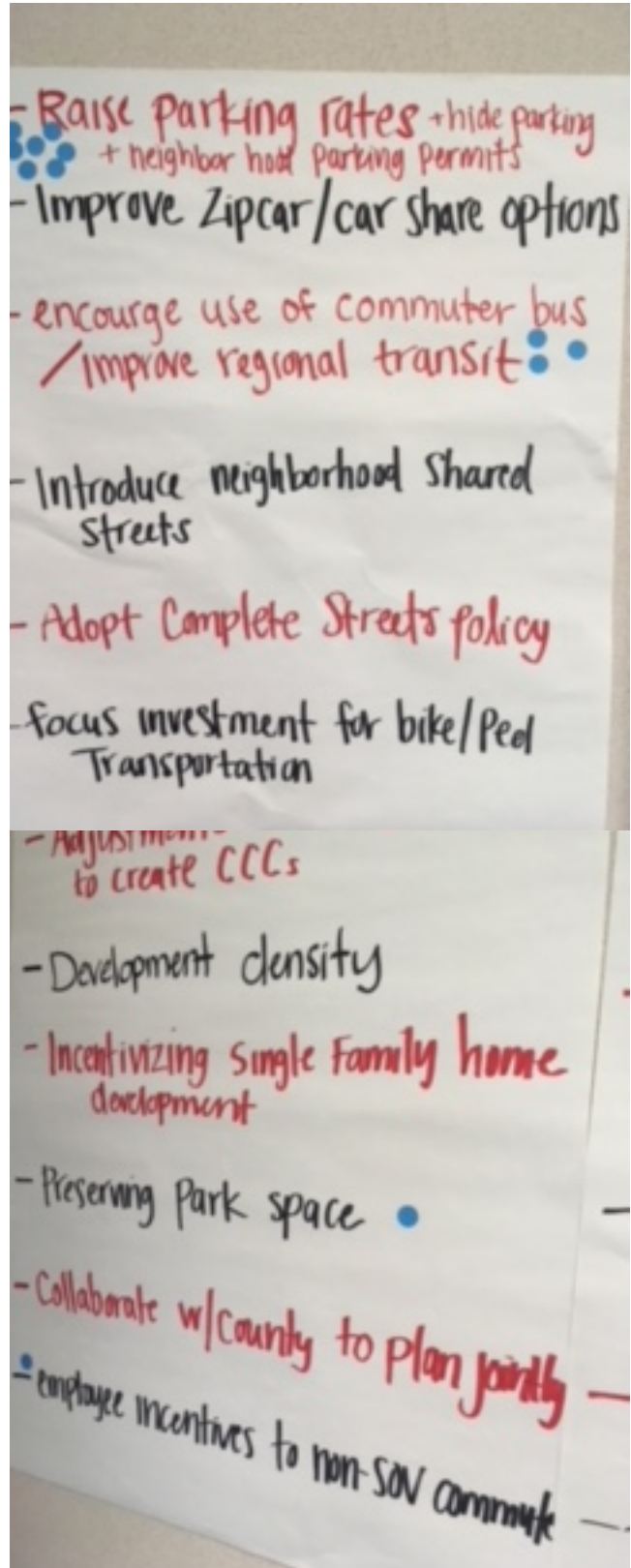
- Public education (School bus usage)

- Recruit mentors to develop new habits

- Promote bikes at IU surplus / bike bazaar

- Bike park inventory (Google)

* Promote bike share *

- Improve bike parking

- Form Local Advocacy group

- Eliminate missing transit connectors

• Encourage children's independent mobility + free youth passes

- Develop All ages + Abilities Network

Marketing campaign for **BT** that emphasizes:
- Health   - Safety
- Finances
- Consistency w/values
} referencing TDMA website

Competitions b/t offices and sororities + fraternities

Establish Ambassador program

Develop profiles of users of multi-modal transportation

- Enact Municipal Climate Action Tax

- Participate in Nat'l Dump the Pump Campaign

- Video tutorials on how to ride bus

- Expand + promote Way to Go training + put online

Create Safety Net for employees who use public transit

Collaborate w/event venues to promote public transit

B Target employers for Bus pass benefit (Combo)

<u>BSAP Next Steps</u>

- Advisory board plan in July, 2nd draft in August
- End of August/September go to City Council
- August will be a 2nd public opinion opportunity