City of Bloomington, IN
TDM Plan
Project Overview

June 12, 2019
W+A Team Introductions
# W+A Key Staff

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<tr>
<th>STAFF</th>
<th>COMPANY TITLE</th>
<th>PROJECT ROLE</th>
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<tr>
<td>JUSTIN SCHOR</td>
<td>Principal</td>
<td>Project Manager + Plan Phase Lead</td>
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<td>COURTNEY MENJIVAR</td>
<td>Principal</td>
<td>Engage + Measure Phases Lead</td>
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<td>BRIAN HORAN</td>
<td>Senior Associate</td>
<td>Create Phase Lead</td>
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How W+A Will Help with Your TDM

• Experience developing + implementing TDM programs in
  – government agencies
  – a transportation management association (TMA)
  – large universities
  – private sector developments

• Planning recommendations based on what we know works in the field.
Building Consensus + Support for TDM Plan

• Stakeholder Engagement
  – SOAR
  – Survey
Successful Development + Implementation Example

- Tysons Partnership TMA
- Go Buffalo Niagara Regional TDM Plan
- Triangle Region 7-Year TDM Plan
Lessons Learned

• Ensure Buy-In
• Secure Champion
• Ensure Funding
Understanding of Bloomington Economy

- Indiana University is a major player
- High % of students yields < average median age
- Higher than average education level
- Significant healthcare industry
Understanding of Bloomington Non-Auto Infrastructure

- **Transit**
  - Bloomington Transit.

- **Biking**
  - Network of multi-use trails
Understanding of Bloomington Transportation Policies + Plans

• **Comprehensive Plan**
  – “Provide a safe, efficient, accessible and connected transportation system that emphasizes public transit, walking and biking to enhance options to reduce our overall dependence on the automobile.”

• **Multi-Modal Transportation Plan**
  – Develop infrastructure to allow for non-auto uses to thrive.

• **Sustainability Action Plan**
  – Reduce SOV Mode Split from 62.8% to 60% by 2022.

• **Parking Ordinance**
  – Managing parking on municipal parking facilities.
Bloomington TDM Sustainability + Equity Strengths

• **Economic**
  – IU has robust Sustainable Transportation/TDM Program
  – Opportunity to influence younger population on travel behavior
  – Highly educated people tend to respond better to sustainability message
  – Health conscious population in healthcare industry

• **Non-Auto Infrastructure**
  – Transit – geographic reach of Bloomington Transit.
  – Biking – Well developed network of multi-use trails

• **Transportation Policies + Plans**
  – Comprehensive Plan supports strategies that reduce dependence on automobile.
  – Multi-Modal Transportation Plan emphasizes infrastructure to allow for non-auto uses to thrive.
  – Sustainability Action Plan has clear SOV mode split goal to measure success against .
  – Parking Ordinance includes a pricing model that encourages non-SOV usage.
Bloomington TDM Sustainability + Equity Barriers

• **Economic**
  – IU TDM Program is self-sufficient and may not feel it needs regional TDM resources
  – High turnover of student population requires ongoing need to educated about travel choices
  – Higher than average education level correlates to higher income levels which makes cost of driving a car more affordable.
  – Risk of catering to higher income audiences at expense of others.

• **Non-Auto Infrastructure**
  – Low frequencies of most Bloomington Transit routes.
  – Challenging weather for biking during winter months.

• **Transportation Policies + Plans**
  – Multi-Modal Transportation Plan emphasizes infrastructure but not development which is driving the use of that infrastructure.
  – Sustainability Action Plan goals may need to better align with parking demand reduction metrics.
Key Things to Be Mindful of When Developing a TDM Plan

• Being flexible and not too prescriptive because technology changes rapidly.
• Instead, focus on metrics for success.
• Create a toolbox with flexibility on the tools that can be used.
## Project Schedule + Milestones

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- **On Site**
- **Milestones**
QUESTIONS?