



WELLS + ASSOCIATES

# City of Bloomington, IN TDM Plan

Project Overview




June 12, 2019

# W+A Team Introductions

MEETING THE NEEDS OF A MOBILE SOCIETY

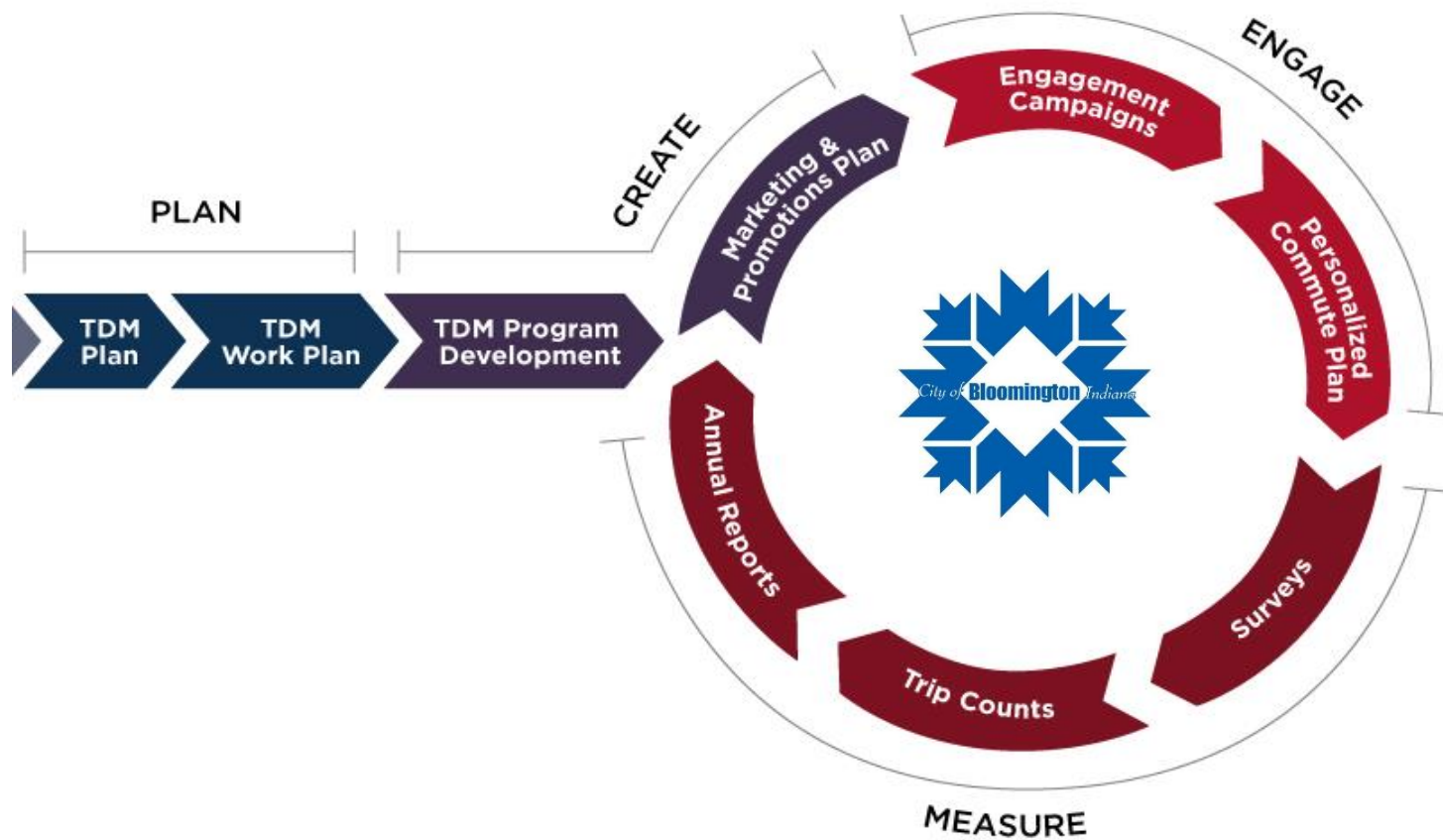


# W+A Key Staff

STAFF	COMPANY TITLE	PROJECT ROLE
<b>JUSTIN SCHOR</b> 	Principal	Project Manager + Plan Phase Lead
<b>COURTNEY MENJIVAR</b> 	Principal	Engage + Measure Phases Lead
<b>BRIAN HORAN</b> 	Senior Associate	Create Phase Lead

# 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 educate 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

Phase	Task	May - 19				Jun - 19				Jul - 19				Aug - 19				Sep - 19				Oct - 19				Nov - 19				Dec - 19				Jan - 20				
		6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13
Plan	Background Research				■		⊙	*																														
	Stakeholder Engagement										*	⊙																										
Create	Peer Review																*																					
	Market Research																	*						⊙														
	Modelling: Strategy Impact Evaluation Financial Resources Assessment and Gap Analysis																								*													
Engage	Build Awareness																																					
	Increase Interest																																					
	Desire																																					
	Inspire Action																																					
Measure	Determine the Measurement Tool(s)																																					
	Determine the Frequency and Windows of Time for Measurement																																					
	Establish How the Information will be Presented																																					
Action	Develop an Action-Oriented Implementation Plan																																					

⊙ On Site

\* Milestones

# QUESTIONS?

