



WELLS + ASSOCIATES

City of Bloomington, IN TDM Plan

SOAR Exercise Summary

August 1, 2019



Slide Deck Overview

- Participants
- Strengths
- Opportunities
- Aspirations
- Results
- Key Take-Aways
- Next Steps



Community Stakeholder Participants

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

STRENGTHS

General public support for alt transit - bikes, bus, BLine
Long/STRONG APPETITE FOR/HISTORY OF ENVIRONMENTAL ACTIVISM AMONG BLOOMINGTONIANS

We are small & somewhat dense. City limits = 5 miles wide. Distance easily done by bike. Small & dense also means potential for efficient transit.

Time to move through the City

Clear bike routes through residential areas.

3-Line & Trail Network
Walking/Biking culture

Local passion/volume of cyclists.

Bicycle friendly trails

Desire by some to walk and bike ... setting stage for others to consider & learn from

Bike friendly downtown - setting bike lanes & stages for others to see them.

Safe Bike Lanes

People want to be here and existing system of transportation currently enables getting here. 77% of people

There are many transportation opportunities to move around in town Transit - Roads bike lane walk/Bike paths

14 students utilizing campus bus routes in peak hrs (particularly near downtown)

Downtown B-town is very walkable (we also have more room in summer w/ less congestion!)



Strengths

Stakeholders identified one (1) primary and five (5) additional key TDM Strengths which will be prioritized for continuation and leveraged by Bloomington to ensure success.

- Bicycle Infrastructure + Population that Uses It (7)*
- General Public Support for Alternative Transportation (2)*
- Small/Dense Geography (2)*
- Availability Multi-Modal Choices (2)*
- IU Students Utilizing Campus bus Routes (particularly near downtown) (1)*
- Very Walkable (1)*

*The value inside the bracket represents the number of stakeholders identifying that strength.



Key Takeaways Based on Strengths

Bloomington's TDM Program should leverage and expand upon its:

- Strong Bicycle Infrastructure
 - By marketing its availability to people for whom it makes sense when traveling to and within Downtown.
- General Public Support for Alternative Transportation
 - By engaging that support to champion funding for TDM programs and services.
- Small/Dense Geography
 - By encouraging people taking short trips to consider alternatives to driving.
- Variety of Multi-Modal Choices
 - By marketing their availability to people for whom it makes sense when traveling to and within Downtown.
- Student Utilization of Campus Bus Routes
 - By making sure that off campus residential developments market their availability to their tenants.
- Walkability
 - By making sure people are aware of how to park once in Downtown and walk to their desired destinations safely through way finding.

OPPORTUNITIES



education & reminders
share reasons
for TDM positives
show how to
make more
convenient

* Education of what
we currently offer will
Expand Bus Routes
Park + Ride Lots
Partnering with
business/initiatives
to offer

Circulator
Park + Ride

Expand bus
routes / times

BUILD ON THE GOOD
TRANSIT SYSTEM
- MORE ROUTES
- MORE FREQUENT
- PUBLICIZE HEAVILY
- PROVIDE
INCENTIVES
FOR RIDERSHIP

Available
alternative
"parking"
for strollers,
wheelchairs,
walkers, bikes,
etc. both
permanent/transient

Increase bike
lanes/^{or trails} outside
of downtown to
encourage use +
improve safety.

Expand trail network
Continue to
East/West corridors

create low
cost bicycle
infrastructure

More \$/support
for alt transit
(bus, microtransit,
carshare, etc.)

Develop plan that
adapts to future
growth and flexes
with adapts well
to new efficient
transportation
modes.

Opportunity: leverage TDM
to create empathy +
collaboration among
different commuter
groups → leading to
more innovative transit
solutions

greater
equity in
access to a variety
of alternative
transportation
options

Create better
opportunities for
the regional/daily
commuters + visitors
to the city. Making
the SRV not the only
first choice



Opportunities

Stakeholders identified two (2) primary TDM Opportunities and six (6) additional key TDM Opportunities to enhance Downtown transportation which are listed in order of priority.

- Expand quantity and frequency of bus routes (4)*
- Expand bicycle trail infrastructure (3)*
- Expand Privately Owned Park & Ride Lots (2)*
- Increase Marketing + Education about TDM Choices (2)*
- Ensure TDM Plan is flexible and allows for innovations in transportation
- Create More Inclusive Access to Multi-Modal Options (2)*
- Expand storage for bikes, strollers, wheelchairs, etc. (1)*
- Increase Financial Support for Alternative Transportation (bus, microtransit, carshare, etc.) (1)*

*The value inside the bracket represents the number of stakeholders identifying that Opportunity.



Key Takeaways Based on Opportunities

Many of the identified Opportunities to enhance transportation in Downtown Bloomington focus on infrastructure/supply related solutions. As part of TDM efforts to expand them and make them more inclusive, TDM stakeholders should advocate for funding to:

- Expand quantity and frequency of bus routes
- Expand bicycle infrastructure
- Expand privately owned Park & Ride lots
- Increase microtransit and carshare
- Increase storage for bicycles, strollers, wheelchair, etc.

Additional TDM efforts to enhance transportation in Downtown Bloomington and make it more inclusive, the TDM program should:

- Proactively market non-SOV commute choices to community members of all ages, income levels, and abilities.

ASPIRATIONS

Microtransit from
outside city limit
Incentives to carpool
Vandal
Viable access for all
ages + ability needs

~~high income~~
+ low income ppl
ride the bus
together. Families
bike together.
Businesses use this
as selling points.

clear usage for:
• pedestrians
• 2 wheels
• vehicles/buses
with respect
between them.

Accepting some
discomfort in transition
to alternative modes
/
Making paths, options
more pleasant - shade,
lighting, etc.

BT

All Bloomington^{surrounding} citizens have
access to safe,
affordable, and
low-carbon
transportation
options that support
healthy, active
lifestyles
(Sustainability Action Plan)

Convenient, safe,
accessible ways
for everyone to
move around town

Safe, timely,
transportation
avail. to everyone
to/from downtown
from around community

~~Be more~~
Be ^{more} inclusive and
expansive of
transportation
options

An efficient TDM
plan that doesn't
negatively impact
people wanting to
come/live in
Bloomington

* monorail system
"Jetson's" (1)

Easy access
to everything
downtown without
barriers, i.e. parking,
long transit options
etc.

public transit system
that runs every 10 min
w/ regional connections
to Indy, Chicago,
surrounding communities
comprehensive network

• clear signage
• walk
• shuttle
• train
• uber
• bike
• car

• delivery
options
• employee
visitors
know
where to
go to
park

^(seemingly invisible)
HEALTHIER (mental
+ physical)
HAPPIER
PEOPLE w/ the
REAL BENEFITS
OF SPENDING LESS
TIME IN CARS -
AFFORDABLE HOUSING
IN B'TON PUTS A RILE



Aspirations

Stakeholders identified one (1) primary and three (3) key aspirations for ideal future outcomes of a TDM effort in Bloomington.

- Convenient, Safe + Inclusive Transportation Options to Connect to, within and Around Bloomington (9)*
- A clear signage system to guide employees and visitors where to go to park (1)*
- An efficient TDM plan that doesn't negatively impact people wanting to come/live in Bloomington (1)*
- Healthier Happier people who reap benefits of spending less time in cars. Affordable housing in Bloomington Plays a role. (1)*

*The value inside the bracket represents the number of stakeholders identifying that Aspiration.



Key Takeaways Based on Aspirations

The Bloomington TDM Plan will aspire to deliver a transportation system that focuses on:

- Convenient, Safe + Inclusive Transportation Options to Connect to, within and Around Bloomington (options feasible within budget).

RESULTS



Less single-occupancy car trips

Shift single occupancy vehicle utilization from 62.8 percent (2016) to 60 percent, 2022

of Bloomington employees who can benefit from employer TDM programs

Sustainability Action Plan

Less Parking Infrastructure
"Less Demand"
The need for parking spaces trends downward as TDM options become more prevalent.

↑
transit (bus, parking, etc.)
+ USAGE #s for visitors, employees, residents, etc.

Stakeholders can show the need for their groups of their groups are being met w/ a reliable transportation option

increased revenue and attendance for businesses & events.

healthy economic environment
business residents employees & visitors

Measurement:
Ease/cost/time of commute for individuals > 1 mi. from destination improves

Fewer parking complaints w/o loss to downtown revenue or business success

of new employees locating to Biton

SPEA
@
IU

Downtown is actively used and parking needs are reduced.

HH Car Ownership Rate

LAND USE/DENSITY
(INCREASED)
SLOW PACE OF SPRAWL
Affordable Housing



Results

Stakeholders identified two (2) primary and four (4) key measurable results that would demonstrate a successful TDM effort in Bloomington.

- Healthy Economic Environment (6)*
- Reduced SOV Usage (4)*
- Stakeholders can show the need of their groups are being met with available transportation options (2)*
- Slow Pace of Sprawl/ Increased Density (1)*
- Cost and time of commute for individuals > 1 mile improves (1)*
- Decreased demand for parking supply (1)*

*The value inside the bracket represents the number of stakeholders identifying that Result.



Key Takeaways Based on Results

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

- Through city and county records, information captured from relevant economic growth indicators indicate an increase in
 - Business revenues Downtown as a percentage of entire region
 - Number of residents Downtown as a percentage of entire region
 - Number of employees Downtown as a percentage of entire region
- Through a survey, visitors and employees from various backgrounds express high satisfaction (Net Promoter Score of 9 or greater) with
 - transportation on their decision to shop and work in Downtown
 - convenience of transportation options to connect to, within, and around Downtown.
 - safety of transportation options to connect to, within, and around Downtown.
- Through a survey, employees working in Downtown indicate that Single Occupant Vehicle (SOV) use has decreased from 62.8% to 60% by 2022.
- Parking counts indicate that supply and demand are in balance

Key Things to Be Mindful of When Developing a TDM Plan

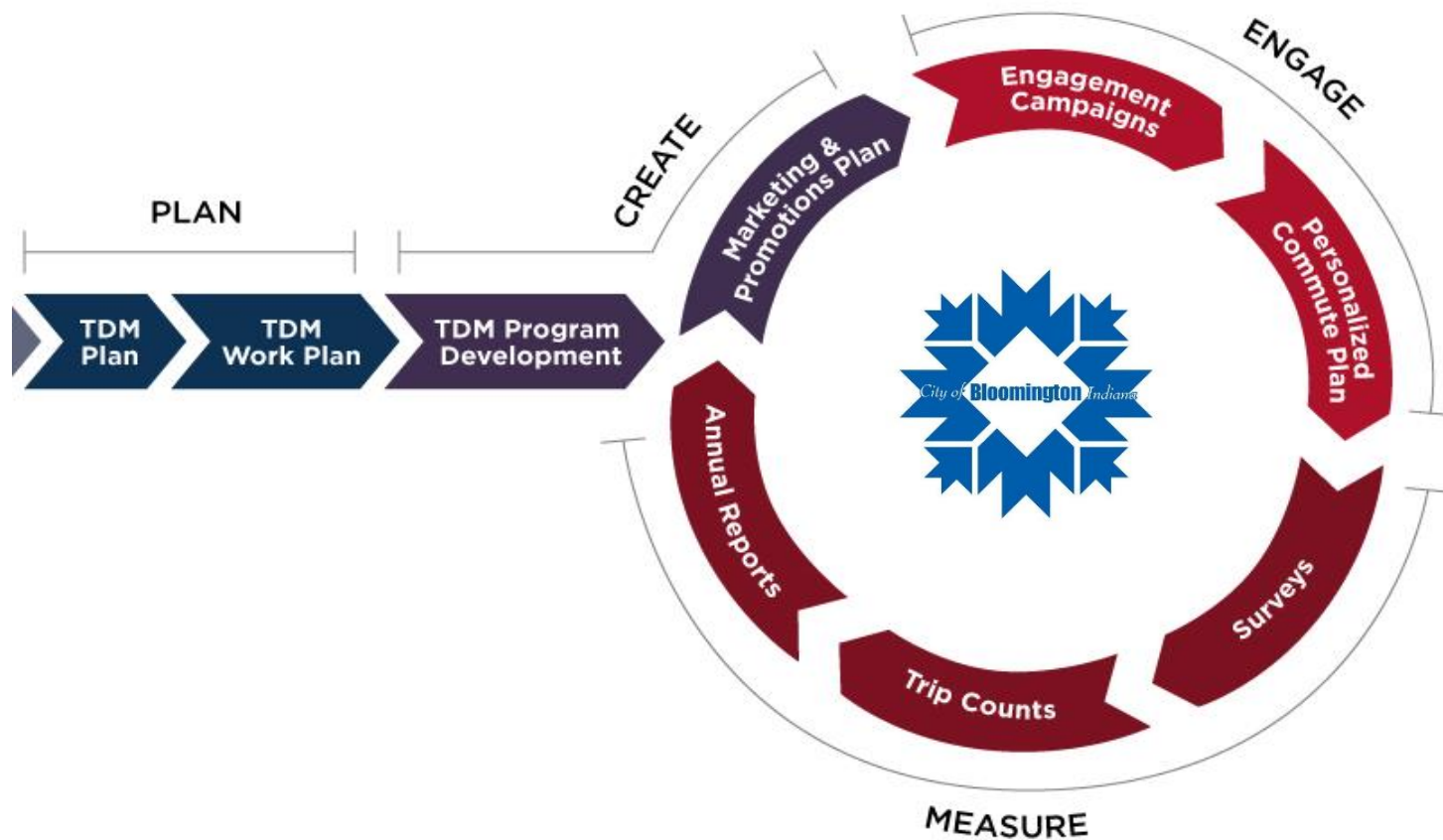
- Being flexible and not too prescriptive because technology changes rapidly.
- Instead, focus on metrics for success.
- Create a toolbox with flexibility on the tools that can be used.



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	20	27	
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																																									

- On Site
- Milestones





QUESTIONS?