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

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

- General public support for all transit - bikes, bus, Blue Line
- Somewhat dense City - 5 miles bike ride distance, bike lane ease, also means potential for efficient transit
- Time to move through the City
- Clear bike routes through residential areas.
- Local passion for cyclists.
- Desire by some to walk and bike, setting stages for others to consider and learn from.
- Bike-friendly downtown - bike lanes & speculation that sees them.
- Safe Bike lanes

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IU 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!)
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.

**Strengths**

- 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

- Increase bike lanes/street of downtown to encourage use & improve safety.
- Develop plan that adapts to future growth & flows of both adults & students & new efficient transportation modes.
- Greater equity in access to a variety of alternative transportation options.
- More #/support for alt transit (bus, microtransit, carshare, etc).
- Expand trail network
- Continue to East/west corridor
- Create better opportunities for the regional daily commuters & visitors to the city. Making the SX not the only first choice.
- Education to share reasons for TDM positives & show how to make more convenient.
- More Rideshare/Carpooling.
- Education of fleet business, university, local community different options.
- Develop Bus Routes.
- BUILD ON THE GOOD
  - More routes
  - More frequent
  - Publicize heavily
  - Provide incentives for ridership
  - Transit System
- Explore & Rides.
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

- All Bloomington citizens have access to safe, affordable, and low-carbon transportation options that support healthy, active lifestyles (Sustainability Action Plan).
- Micronual from outside city limits.
- Incentives to carpool.
- Visible accessibility in all ages, visibility needs.
- Safe, friendly, transportation available to everyone to/from downtown, from around community.
- Public transportation system that runs daily to regional connection to Indy Chicago, surrounding communities, comprehensive network.
- Clear signage, walk, bike, car, delivery options, etc.
- HEALTHIER (people happier)
- Easy access to everything downtown without barriers, i.e., parking, long transit options, etc.
- Convenient, safe, accessible ways for everyone to move around town.
- Clear usage for pedestrians, 2 wheels, vehicles/buses with respect between them.
- Accepting some discount in transition to alternative modes, making paths, options more pleasant — shade, lighting, etc.
- Close to I70 plan that doesn’t negatively impact people wanting to come/leave.
Stakeholders identified one (1) primary and three (3) key aspirations for ideal future outcomes of a TDM effort in Bloomington.

Aspirations

- 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.
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
- # of Bloomington employees who can benefit from employer TDM programs
- Increased revenue and attendance for businesses and events
- Fewer parking complaints who lose to downtown revenue or business success

Less Parking Infrastructure
- Less demand
- The need for parking space trends downward as TDM options become more prevalent

Stakeholders
- Companies and organizations
- # of new employees locating to Bloomington

SpeA
- # of employees

HH
- Car ownership rate

Slow pace of sprawl
- Affordability

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

TDM Action Plan
- Parks
- Trees
- Transp. (Bus, Ped.)
- Uprise
- # of employees
- # of employees
- Revenue
- Visitors
- Economic environment
- Businesses
- Visitors
- # of new employees locating to Bloomington
- Increased revenue and attendance for businesses and events
- Fewer parking complaints who lose to downtown revenue or business success

Downtown is actively used by and parking needs are reduced.
Stakeholders identified two (2) primary and four (4) key measurable results that would demonstrate a successful TDM effort in Bloomington.

Results

• 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

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- ☀ On Site
- * Milestones

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MEETING THE NEEDS OF A MOBILE SOCIETY
QUESTIONS?