



# City of Bloomington, IN TDM Program Plan

Project Overview Presentation to City Council

March 4, 2020



# Slide Deck Overview

- Market Research
  - SOAR Summary
  - Peer Review Highlights
  - Survey Summary
- Best Practice Gap Analysis
- Which Strategies to Prioritize
- How to Organize the TDM Program
- Staffing + Budget to Operate the TDM Organization
- TDM Program Funding Opportunities
- Next Steps for Implementing the Bloomington TDM Program

# Market Research: SOAR Stakeholder Participants



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



# Key Takeaways Based on Results

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

- Transportation has a positive impact on visitor and employee decisions to shop and work in Downtown
- Transportation options to connect to, within, and around Downtown are perceived as convenient and safe
- Single Occupant Vehicle (SOV) use has decreased from 62.8% to 60% by 2022



# Market Research: Peer Review

	City Population	Local University/ies	University Population	University / City Ratio
<b><u>Bloomington, IN</u></b>	<b><u>84,918</u></b>	<b><u>Indiana University, Bloomington</u></b>	<b><u>43,710</u></b>	<b><u>51.47%</u></b>
<b>Ann Arbor, MI</b>	121,890	University of Michigan	46,002	37.74%
<b>Ithaca, NY</b>	30,999	1. Ithaca College 2. Cornell University	1. 6,059 2. 14,907	67.63%
<b>Portland, ME</b>	66,417	1. University of Southern Maine 2. University of New England	1. 6,110 2. 8,281	21.66%
<b>Fort Collins, CO</b>	167,830	Colorado State University	33,237	19.80%
<b>Missoula, MT</b>	74,428	University of Montana	11,865	15.94%
<b>Durham, NC</b>	274,291	1. Duke University 2. North Carolina Central University	16,294 8,207	8.93%

Sources: American Community Survey Population Quickfacts; US News and World Report.

# Most Common TDM Strategies Among Closest Peers



TDM strategies not currently provided in Bloomington:

- Carpool / Vanpool matching\*
- Park-and-Ride
- Outreach to downtown employers
- Employee education\*
- City provides incentives/funding to employers to encourage transit use
- Carshare \*

*\*currently available at IU, but could be expanded to broader city*

# Market Research: *Survey Summary*



- Downtown Residential Parking Permit Applicants
- Downtown Employees

# Residential Parking Permit Survey Summary



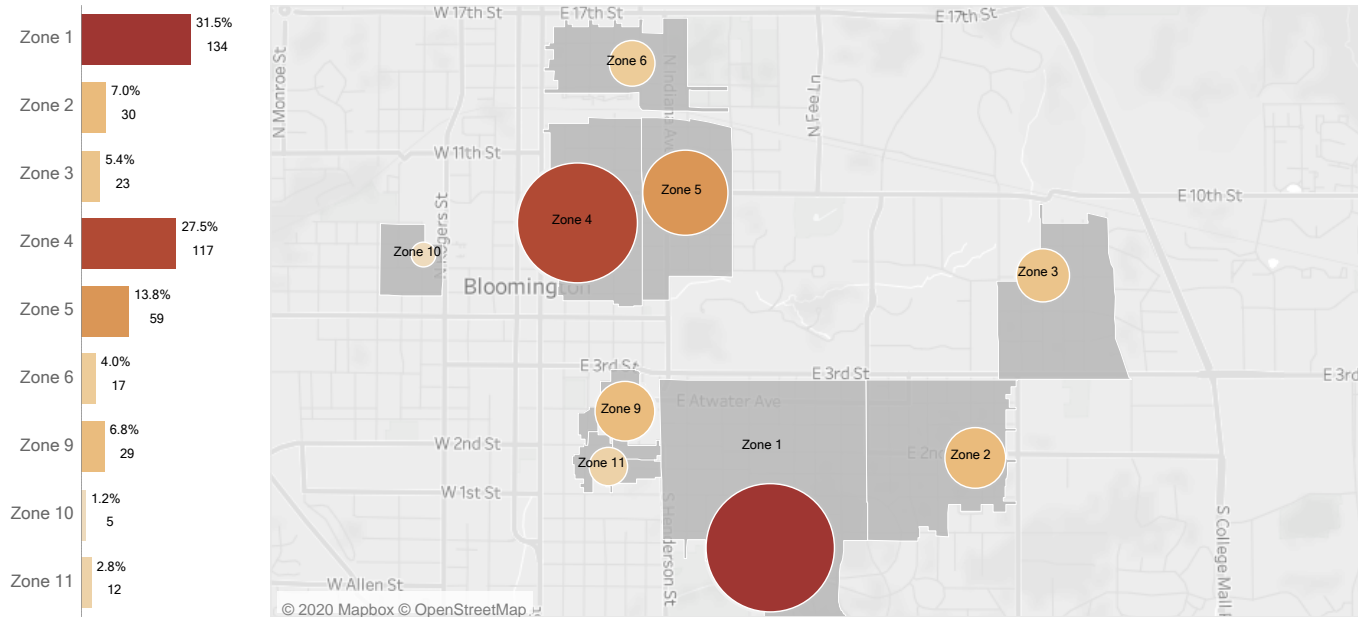
- Survey Dates: August 5, 2019 – September 13, 2019
- Paper survey included in parking permit application
- Focused on people who applied for residential parking in Downtown

Category	Count
Survey Responses	523



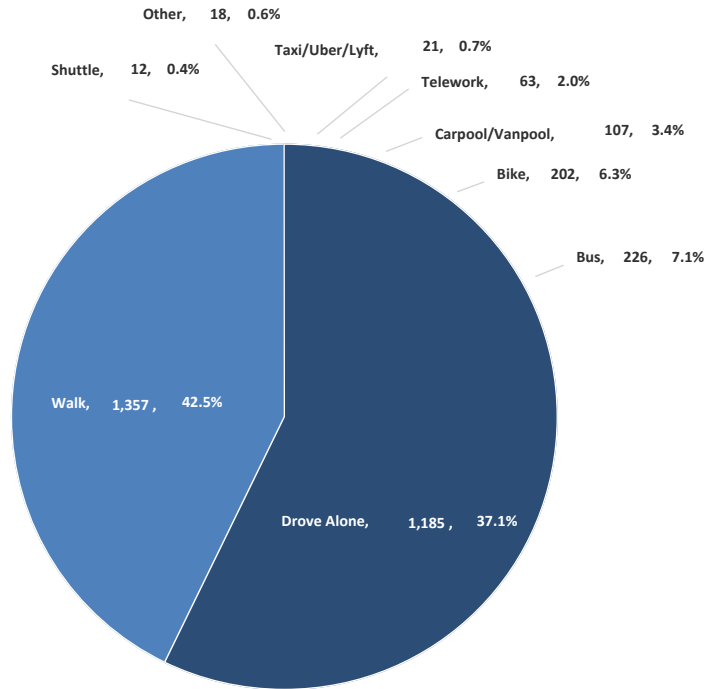
# Survey Participation by Neighborhood Parking Permit Zones

Number of Responses, Percentage of Survey Responses



Total Respondents: 433

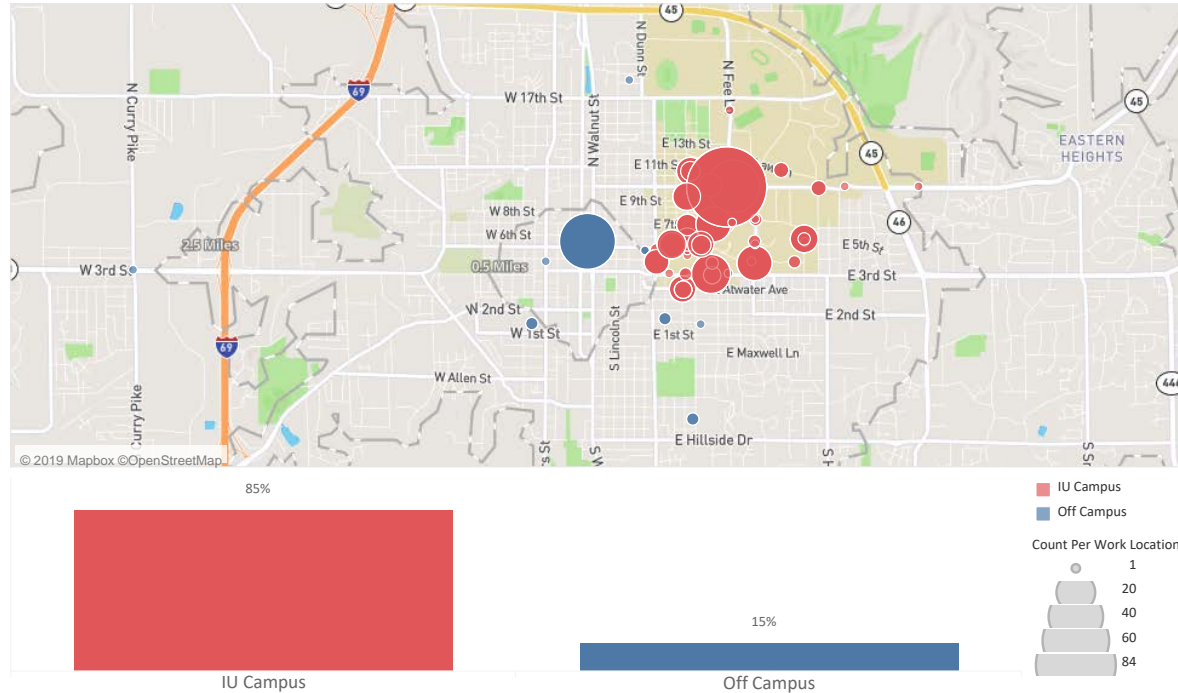
# Resident Current Travel Modes to Work or School



Total Respondents: 517  
Total Responses: 3,421

Average across each day of the week.

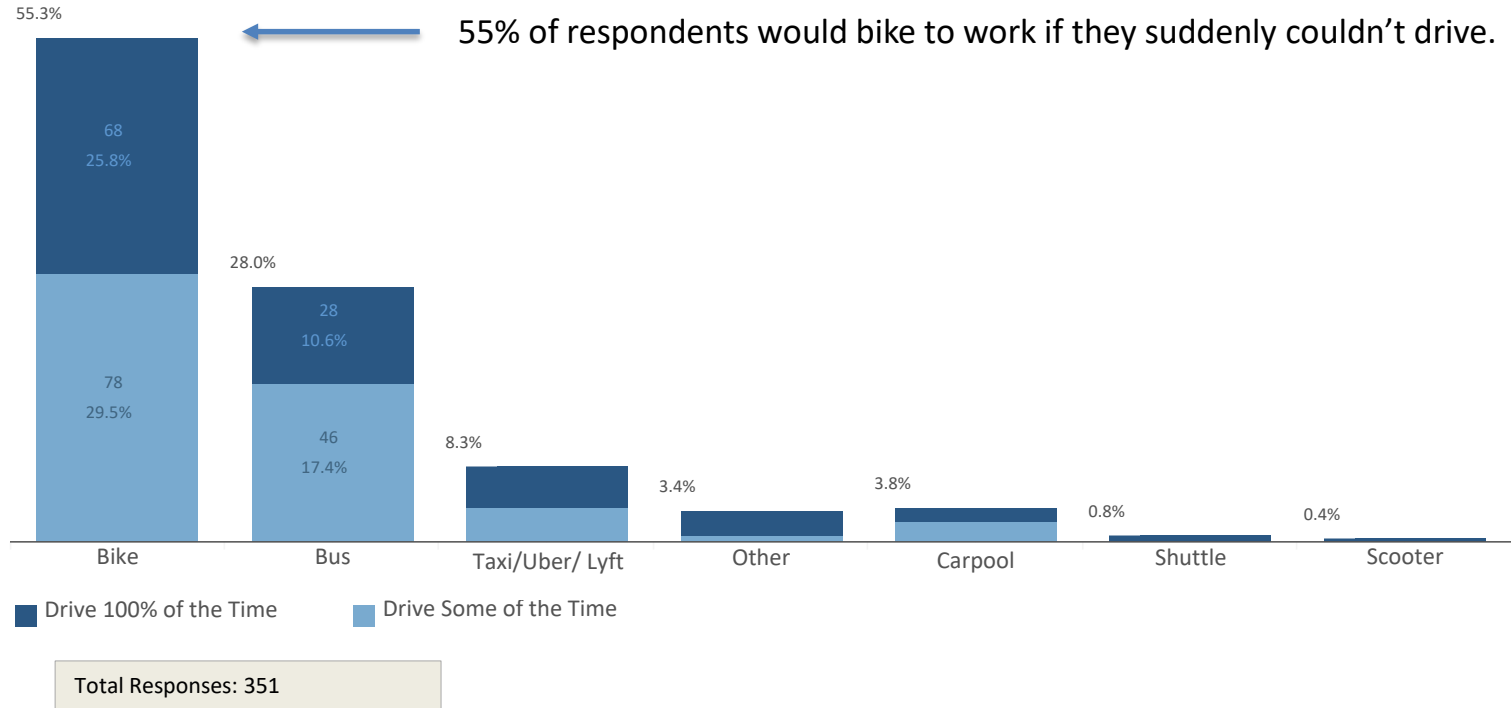
# Downtown Resident Work/School Location



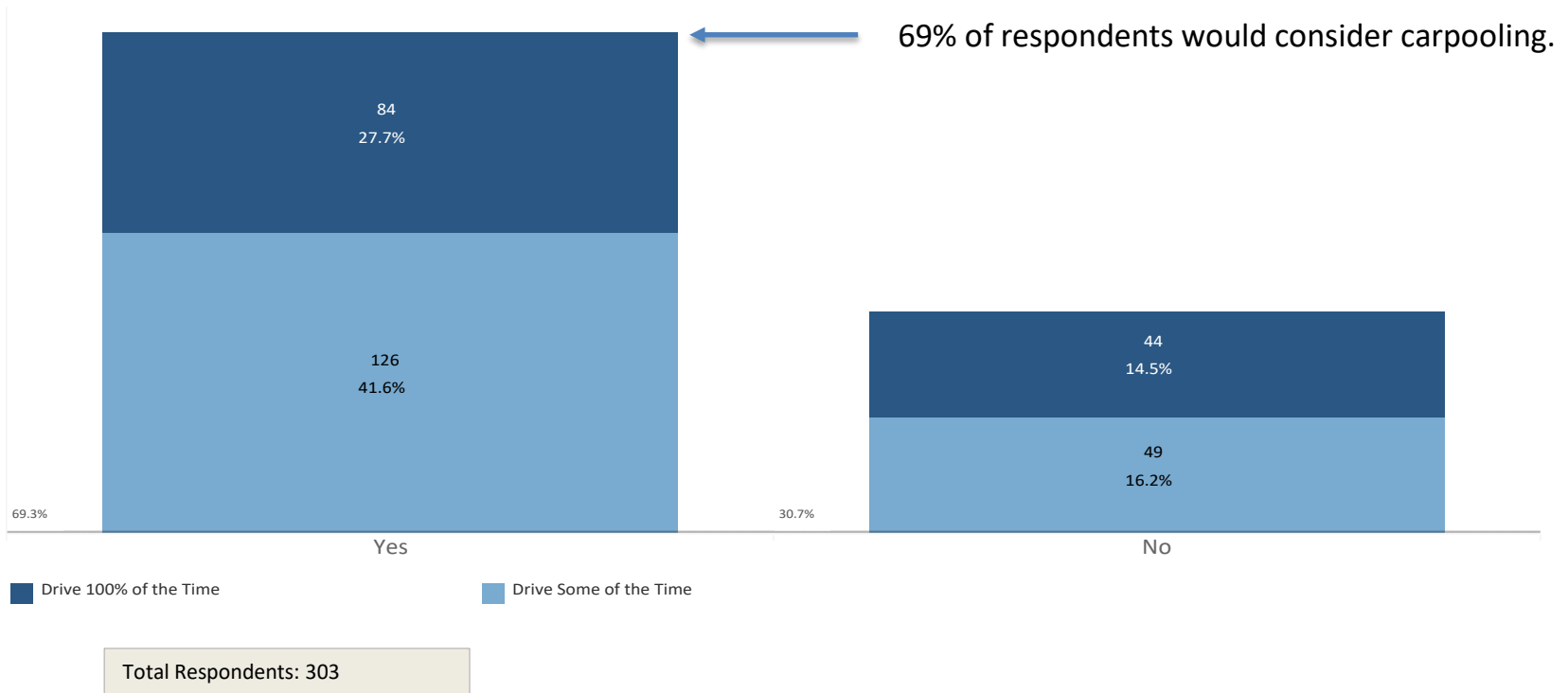
Total Responses: 408



# Making Other Travel Choices When Driving Not a Choice



# Openness to Other Choices: Carpool



# Downtown Employee Survey Summary

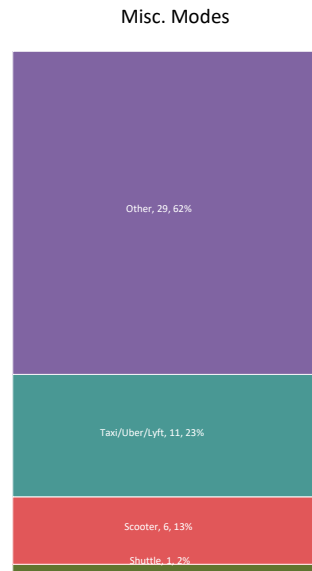
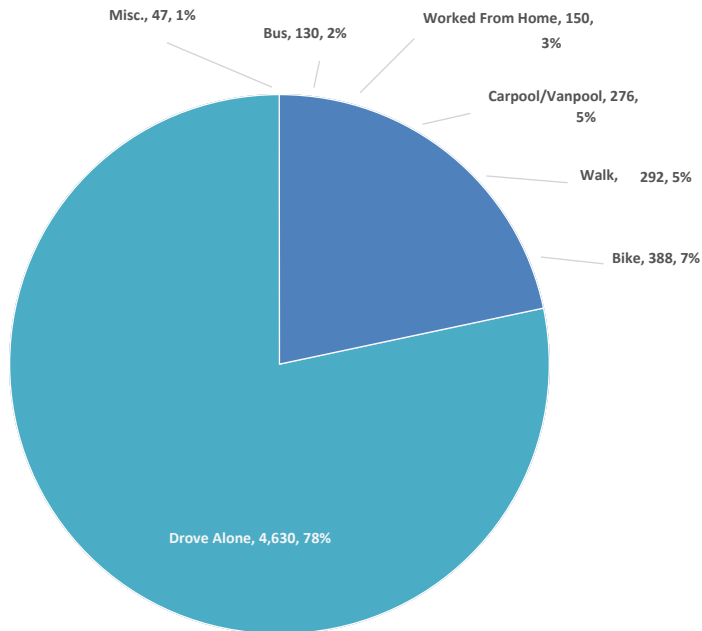


- Survey Dates: October 21 – 31, 2019
- Online survey focusing on people working Downtown & Not at IU

Category	Count/Percent
<b>Survey Responses</b>	<b>1,110</b>
Total Number of Employees	13,000
Response Rate	<b>9%</b>
<b>Margin of Error</b>	<b>2.83%</b>



# Employee Current Commute Modes to Downtown

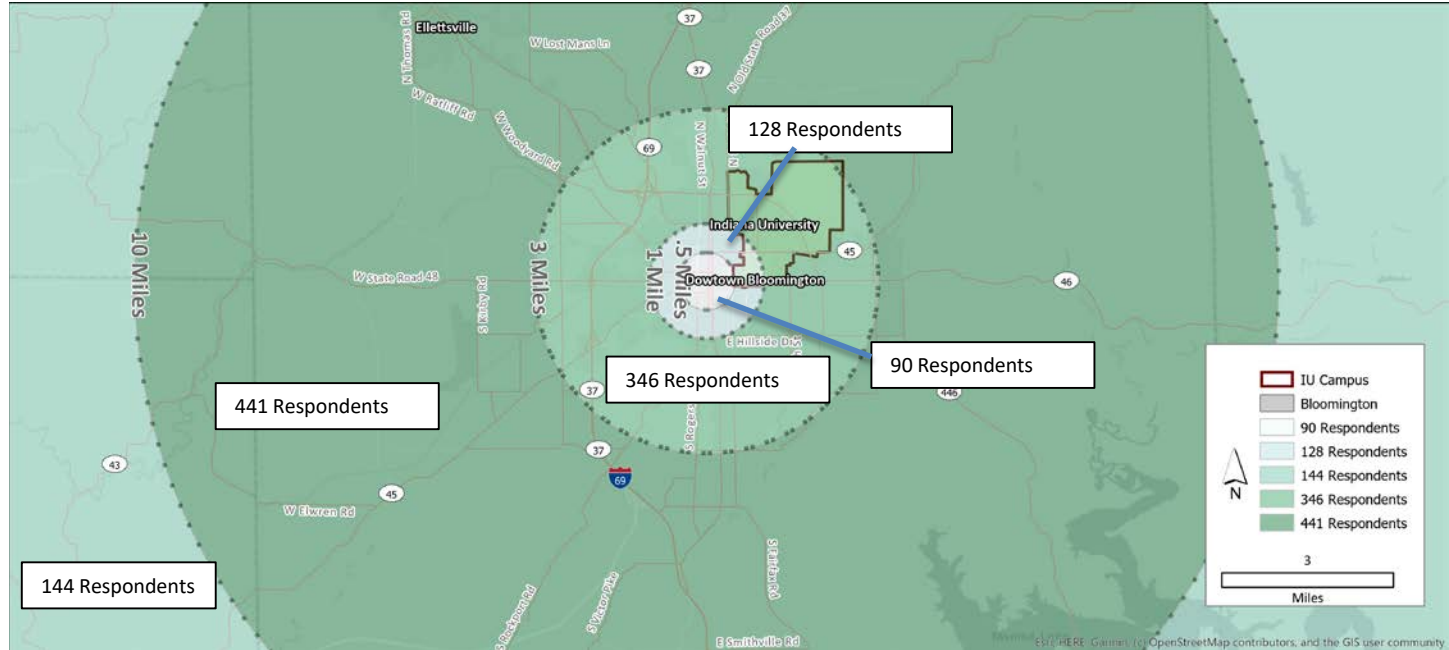


Number of Responses, Percentage of Survey Responses

Total Respondents: 1,139  
Total Responses: 5,786

Respondents indicated travel mode for each day of the week (Mon-Sun).

# Employee Distance to Work Downtown

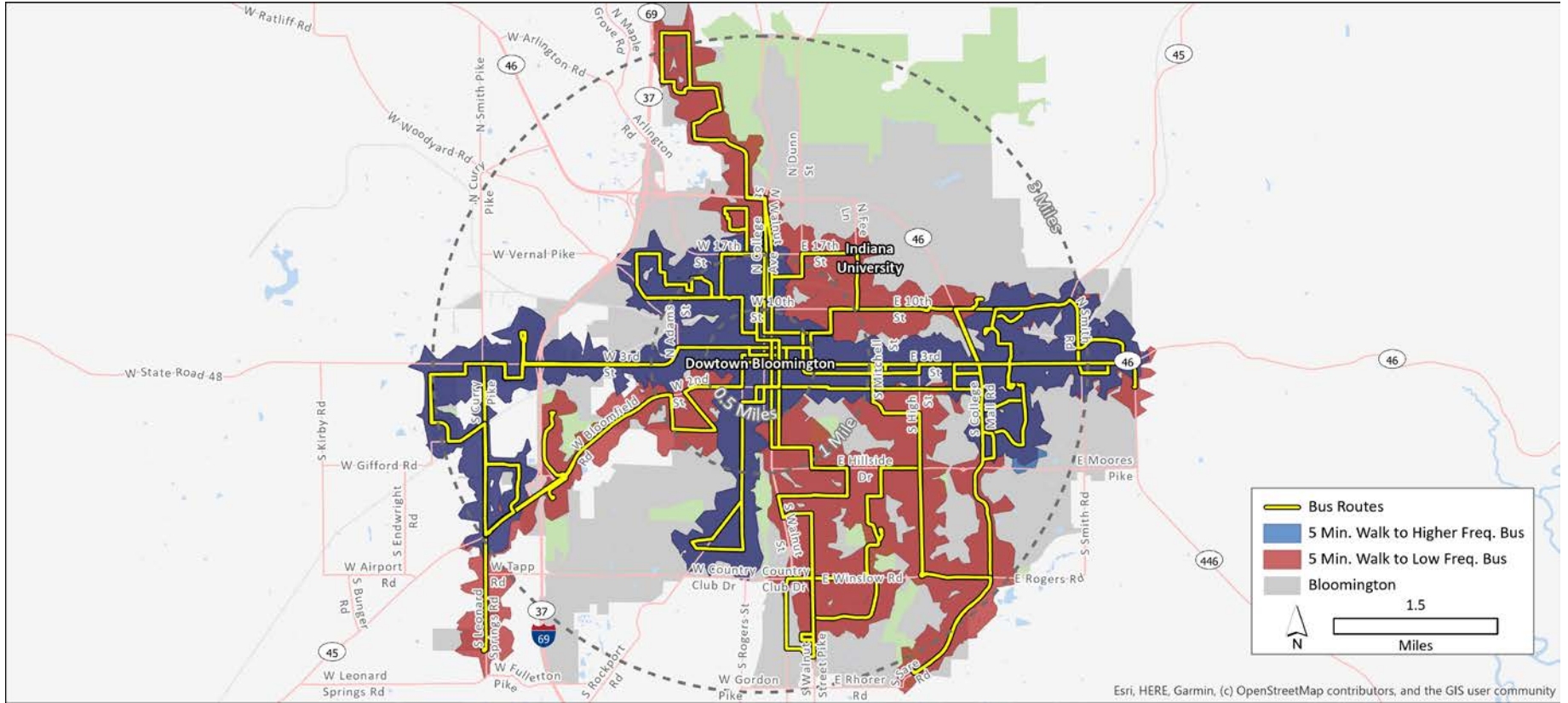


Respondents indicated travel mode for each day of the week (Mon-Sun).





# ~50% of Employees Live Outside of BT Service Areas

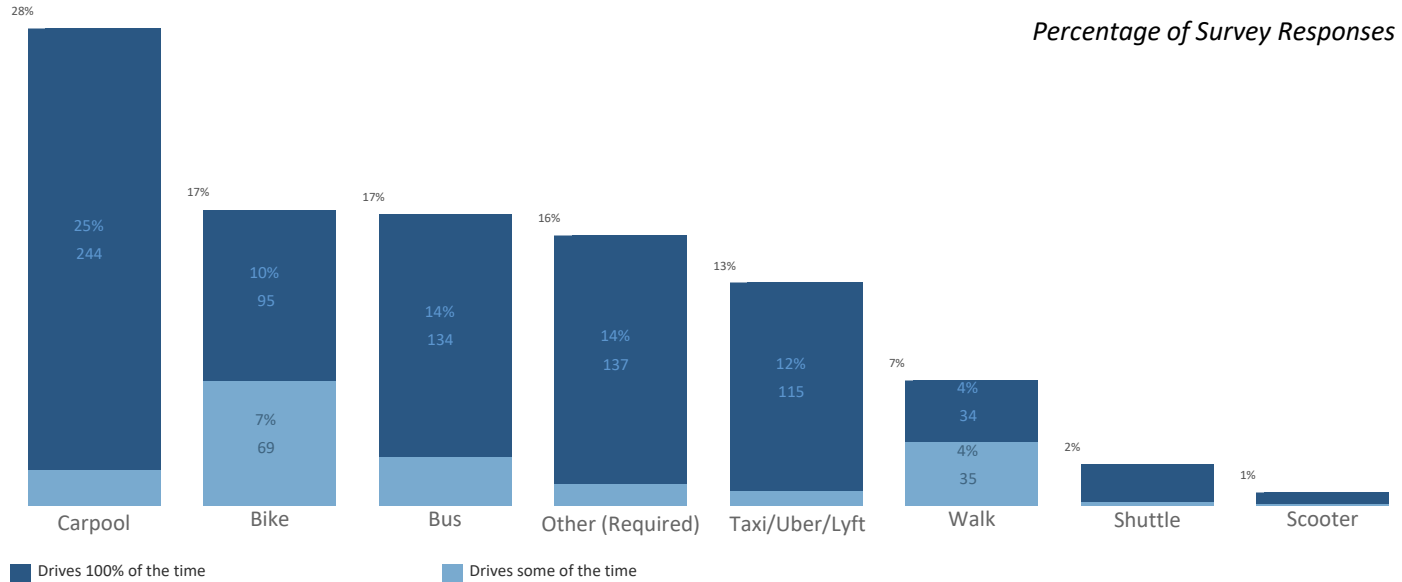


Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community





# Making Other Travel Choices When Driving Not a Choice



Total Respondents: 960

Asked of people who only drove alone in mode split.



# Best Practice Gap Analysis

# General TDM Strategies



Strategy	Tactic	Application		
		Has	Enhancement Needed	Additional Strategy
Technology Accelerators	Real-Time traveler Information	X		
	National 511 Phone Number	X		
	Carpool/Vanpool Matching			X
	Parking Availability Information			X
	Electronic Payment Systems	X		
Financial Incentives	Tax Incentives		X	
	Parking Cash-Out			X
	Parking Pricing		X	
	Incentive Reward Programs			X
Travel Time Incentives	HOV Lanes			X
	Preferential Parking			X
Marketing & Education	Social Marketing			X
	Commuter Assistance			X
	Individualized Marketing			X

# Targeted TDM Strategies



Strategy	Tactic	Application		
		Has	Enhancement Needed	Additional Strategy Needed
Mode	Guaranteed Ride Home (GRH)			X
	Ridematching Application			X
	Shared Auto Vehicles		X	
	Transit Pass Programs			X
	Bike Storage		X	
	Showers + Lockers		X	
	Shared Bicycles + Scooters	X		
Departure Time	Worksite Flextime		X	
	Coordinated Shift Scheduling		X	
Route	Real-Time Route Information		X	
	In-vehicle Navigation	X		
	Web-based Route-Planning Tools	X		
Trip Reduction	Employer Telework Policies & Programs		X	
	Compressed Work Week Programs		X	
Location/Design	Transit Oriented Development			X
	Remote Parking Location			X
	Live Near Your Work			X
	Proximate Commute	X		



# Prioritizing TDM Strategy Implementation

# Overall Strategy Philosophy



- More “carrots” than “sticks”
- Phased such that “carrots” come before “sticks”
- Patience to allow carrots + sticks to take effect



# Priorities for Short Term Goal: Reduce SOV Rate from 62.8% to 60.0%

- TDM Marketing and Education
- Carpool Matching
- Guaranteed Ride Home
- Increase parking pricing by >50%





# How to Organize the TDM Program to Deliver Those Strategies

# Where TDM Program Should Be Housed



- Results from the Peer Review

- **City Department (4)**
- Transit Agency (1)
- Business Improvement District (1)

- Stakeholder Input

- Unanimous support for City of Bloomington hosting the TDM Organization as a TDM division

# TDM Program Roles: A City Division that Reaches Beyond



- Actively coordinates + cross-pollinates throughout the community
  - Partners with local employers and gets their buy-in on TDM
  - Identifies critical areas of cooperation and engages with relevant entities
  - Stays in regular communication with city departments
  - Integrates TDM into the urban planning + development review process
  - Coordinates with other local entities with related TDM services



# Staffing Required to Deliver it

Staffing needs: 2.5 FTEs

- Director (Below Department Head Level)
  - Leads TDM initiatives
  - Highly visible across departments and with partners
  - Hires and manages staff
- Manager
  - Runs day-to-day operations of TDM programs
  - Leads employer outreach efforts
- Part-time Coordinator
  - Supports TDM operations, such as events



# Budget Required to Fund That Delivery

Category	Expense	Year 1	Year 2	Year 3
Staff	<b>Salary (2.5 FTE)</b>	\$165,000	\$168,300	\$171,666
	Payroll Taxes (9%)	\$14,850	\$15,147	\$15,450
	Fringe Benefits (18%)	\$29,700	\$30,294	\$30,900
	<i>Subtotal</i>	<i>\$209,550</i>	<i>\$213,741</i>	<i>\$218,016</i>
Overhead	Office Supplies & Equipment	\$10,500	\$7,500	\$5,000
	Conference Fees, Dues & Travel	\$4,000	\$4,500	\$5,000
	Office Rent	\$14,000	\$14,700	\$15,435
	Meeting Costs	\$1,800	\$2,000	\$2,200
	<i>Subtotal</i>	<i>\$30,300</i>	<i>\$28,700</i>	<i>\$27,635</i>
Direct Expenses + Consulting Fees	Ride Matching Software	\$80,000	\$83,200	\$86,528
	Guaranteed Ride Home	\$20,900	\$21,736	\$22,605
	Other "Try It" Incentives	\$39,000	\$40,560	\$42,182
	Printing + Graphic Design	\$20,000	\$20,000	\$20,000
	Promo Events	\$10,000	\$10,000	\$10,000
	Marketing/TDM Contractors	\$75,000	\$60,000	\$55,000
	Legal & Accounting	\$6,000	\$5,700	\$5,415
	<i>Subtotal</i>	<i>\$250,900</i>	<i>\$241,196</i>	<i>\$241,731</i>
<b>Grand Total</b>		<b>\$490,750</b>	<b>\$483,637</b>	<b>\$487,382</b>



# Funding the TDM Program Budget

- 80% Federal Funds
  - Surface Transportation Block Grant (STBG) Reimbursement Program
- 20% Local Match
  - Short-term
    - City's operating budget, local taxes
    - Campaign sponsorship packages
  - Longer-term
    - Employee + Resident Parking Fees
    - Developer fees



# Next Steps

# TDM Program Implementation Steps for 2020



		Q1	Q2	Q3	Q4	
Formalizing the Program	1	Secure City Council approval to house the TDM program in city government	■			
	2	Establish TDM goals for the program	■	■		
Funding the Program	3	Identify and secure local funding streams	■	■		
	4a	Dedicate time of existing employee(s) to securing TDM funding sources		■	■	
	4b	Identify and apply for public grants to establish short-term funding needed to launch program			■	■



# TDM Program Implementation Steps for 2021 & Beyond



		Q5	Q6	Q7	Q8	Ongoing
Operating the Program	5	Hire TDM Program Staff	■	■	■	
	6	TDM Program Director to launch TDM programs			■	■
	7	Hire TDM & Marketing support staff / consultants			■	■
	8	Develop and implement TDM marketing and campaign communications plans			■	■
Monitoring & Evaluating	9	Administer regional mode split survey every two years			■	■
	10	Submit an Annual Report			■	■



QUESTIONS?