APPENDIX A: PEER REVIEW MATRIX
## APPENDIX

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<th>Portland, ME</th>
<th>Fort Collins, CO</th>
<th>Missoula, MT</th>
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<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mixed-mode Parking</td>
<td>TBO</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX B: FULL PEER REVIEW ANALYSIS
**Background:** Bloomington, Indiana has several distinct qualities which directly impact its transportation needs. Bloomington is the location of the flagship campus of the Indiana University (IU) system, also its largest campus. Bloomington can be described as a quintessential “college town”; the city population is eighty-five thousand and includes more than forty thousand students. Although the city has many other constituencies, its need to support and respond to the needs of the university population cannot be overestimated. Bloomington, Indiana, has a long and impressive history of supporting multimodal transportation. It has extensive walking and bicycling infrastructure, as reflected in its Gold-level rating from the League of American Bicyclists as well as its high Bike Score and Walk Score. Both the university and the city maintain regular bus transit throughout the city and the IU campus. The city is pursuing multimodal transportation initiatives as part of its commitment to sustainability as well as healthy living, and strategies that support these goals are captured in the city’s Comprehensive Plan, Transportation Plan, and Sustainability Action Plan.

**Peer Cities:** As part of its preliminary background research, Wells + Associates performed a review of six small cities from across the country that are home to large universities and maintain Transportation Demand Management (TDM) programs: Durham, NC, Missoula, MT, Fort Collins, CO, Portland, ME, Ithaca, NY, and Ann Arbor, MI. In each case, Wells + Associates interviewed representatives with knowledge of the city’s TDM program and created a matrix of findings to a) create a framework for how to approach TDM in the context of a small city with a large university presence and b) to inform its TDM recommendations. Identifying comparable cities helped narrow down TDM strategies to those most relevant to Bloomington. This peer review provides the urban planning context and commute patterns of both Bloomington and its peer cities to create points of comparison to Bloomington. It then summarizes the TDM programs and policies that have been implemented by these peer cities and highlights those most relevant to Bloomington.

**Peer City Demographics and Urban Design**

**Peer Cities: City and University Population**

Table 1 reports the population of Bloomington and each peer city as well as the population of their corresponding universities. The peer city that is most similar to Bloomington, IN, in terms of city population is Missoula, MT; the populations of Bloomington and Missoula are different by only ten thousand residents. However, although University of Montana (UM) is a flagship campus like Indiana University (IU) in Bloomington, UM is much smaller than IU, with only eleven thousand students. While the population of Ann Arbor, MI, is approximately forty percent larger than that of Bloomington, IN, the student population at University of Michigan (UMich) in Ann Arbor is most like that of Indiana University, Bloomington. Like IU, the UMich campus in Ann Arbor is also the flagship campus of the state’s university system and educates more than forty thousand students. To approximate the impact of the university on the city, the scale of the university was measured using a ratio of the student population to the city population. Using this measure, between Missoula and Ann Arbor, the university and city that is most similar in scale to Indiana University (51%) in Bloomington is UMich (37%) in Ann Arbor.
Therefore, taking both city population and university population into account, the city that is most similar in scale to Bloomington, IN, is Ann Arbor, MI.

**Table 1: Cities and Corresponding Universities Population Data**

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

**Peer Cities: Travel Behavior**

Figure 1 reports on the regular travel behaviors of residents in Bloomington, IN, as well as the six peer cities. Based on mode split, the city with the most similar travel behavior to that of Bloomington, IN, is Portland, ME. The SOV, carpool, and walking rates of Portland, ME, are the most like those of Bloomington. As far as bicycling rates, Ann Arbor is the most similar to Bloomington, and the transit rate in Durham, NC, is the most like that of Bloomington. Therefore, regarding travel behavior, the most apt comparison to Bloomington, IN, is Portland, ME.

**Figure 1: Peer City Mode Split Data**

<table>
<thead>
<tr>
<th>City</th>
<th>Single-Occupancy Vehicle</th>
<th>Carpool</th>
<th>Transit</th>
<th>Bike</th>
<th>Walk</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Durham, NC</td>
<td>61.1%</td>
<td>7.9%</td>
<td>57.9%</td>
<td>7.4%</td>
<td>4.8%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Fort Collins, CO</td>
<td>6.9%</td>
<td>3.5%</td>
<td>7.4%</td>
<td>12.8%</td>
<td>12.8%</td>
<td>15.3%</td>
</tr>
<tr>
<td>Missoula, MT</td>
<td>10.5%</td>
<td>6.4%</td>
<td>2.8%</td>
<td>6.7%</td>
<td>4.4%</td>
<td>38.4%</td>
</tr>
<tr>
<td>Portland, ME</td>
<td>75.9%</td>
<td>7.9%</td>
<td>6.5%</td>
<td>8.8%</td>
<td>8.5%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Bloomington, IN</td>
<td>72.4%</td>
<td>71.2%</td>
<td>65.9%</td>
<td>6.7%</td>
<td>6.7%</td>
<td>31.6%</td>
</tr>
<tr>
<td>Ann Arbor, MI</td>
<td>6.1%</td>
<td>2.0%</td>
<td>2.3%</td>
<td>11.0%</td>
<td>6.7%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Ithaca, NY</td>
<td>3.5%</td>
<td>6.4%</td>
<td>6.4%</td>
<td>7.4%</td>
<td>4.8%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

Source: American Community Survey, Means of Transportation to Work, 2017 Estimates, Table B08301
**Peer Cities: Existing Multimodal Transportation Infrastructure**

Figures 2 through 7 report on the urban design and existing transportation infrastructure of Bloomington, IN, and the six peer cities as measured by Walk Score\(^\text{14}\) data, which scores the walkability, Bike Score,\(^\text{15}\) which measures the bikeability, and Transit Score,\(^\text{16}\) which measures the transit access of locations on a scale from 1 to 100; 100 represents the most access. To provide context, scores for the entire city as well as for the downtown core is reported. An analysis of the downtown data demonstrates that downtown Fort Collins, CO, is the best comparison to downtown Bloomington, IN. Compared to downtown Bloomington, downtown Fort Collins has the most similar Walk Score, downtown Missoula has the most similar Transit Score, and downtown Ann Arbor has the most similar Bike Score. However, the downtowns of Ann Arbor and Missoula differ from Bloomington on Transit Score and Walk Score substantially; Ann Arbor is ranked significantly higher for transit availability than Bloomington, and Missoula is ranked significantly lower on walkability. In addition to having the Walk Score most similar to that of Bloomington, Fort Collins’ Transit Score is closer to that of Bloomington than Ann Arbor. Taken together, Fort Collins is the most comparable to Bloomington in its **multimodal transportation infrastructure**.

**Figure 2: Walkability of City Downtown as Measured by Walk Score**

<table>
<thead>
<tr>
<th>City</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann Arbor, MI</td>
<td>94</td>
</tr>
<tr>
<td>Portland, ME</td>
<td>93</td>
</tr>
<tr>
<td>Ithaca, NY</td>
<td>89</td>
</tr>
<tr>
<td>Durham, NC</td>
<td>89</td>
</tr>
<tr>
<td>Bloomington, IN</td>
<td>83</td>
</tr>
<tr>
<td>Fort Collins, CO</td>
<td>81</td>
</tr>
<tr>
<td>Missoula, MT</td>
<td>66</td>
</tr>
</tbody>
</table>

\(^\text{14}\) *Walk Score methodology:* “Walk Score measures the walkability of any address using a patented system. For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. Points are awarded based on the distance to amenities in each category. Amenities within a 5 minute walk (.25 miles) are given maximum points. A decay function is used to give points to more distant amenities, with no points given after a 30 minute walk. Walk Score also measures pedestrian friendliness by analyzing population density and road metrics such as block length and intersection density.” [https://www.walkscore.com/methodology.shtml](https://www.walkscore.com/methodology.shtml)

\(^\text{15}\) *Bike Score methodology:* “Bike Score...measures whether a location is good for biking on a scale from 0 - 100 based on four equally weighted components: bike lanes, hills, destinations and road connectivity, bike commuting mode share.” [https://www.walkscore.com/bike-score-methodology.shtml](https://www.walkscore.com/bike-score-methodology.shtml)

\(^\text{16}\) *Transit Score methodology:* “The Transit Score algorithm calculates a score for a specific point by summing the relative "usefulness" of nearby routes. We define usefulness as the distance to the nearest stop on the route, the frequency of the route, and type of route.” [https://www.walkscore.com/transit-score-methodology.shtml](https://www.walkscore.com/transit-score-methodology.shtml)
Figure 3: Transit Availability of City Downtown as Measured by Transit Score

Figure 4: Bikeability of City Downtown as Measured by Bike Score

Figure 5: Walkability of Entire City as Measured by Walk Score

Figure 6: Transit Availability of Entire City as Measured by Transit Score


**Most Similar Peer Cities:**

Considering all three demographic and urban design characteristics—population of city and university, commute behavior, and existing infrastructure—Ann Arbor, MI, Portland, ME, and Fort Collins, CO, stand out as the best peer comparisons to Bloomington. Ann Arbor is the most comparable in terms of population and university scale, Portland is the closest comparison based on commuting patterns, and Fort Collins is the closest comparison for existing transportation infrastructure. Narrowing the analysis down to TDM strategies provided in these locations helps narrow down what strategies are most likely to be effective in Bloomington.

**Interviews with Peer Cities**

**Research Process:** The project team asked representatives from each peer city a set of questions designed to provide an understanding of how its TDM programs are designed and implemented, what unique transportation issues the city is facing, and what TDM services the city currently offers. Topics covered by the interviews include:

**Urban Planning Context:**

- TDM Organizational Model
- Funding Model
- Reasons for TDM
- Role of Local University

**Existing TDM Efforts:**

- Multimodal Transportation Programs
- Education Programs + Information Tools
- Parking Supply Conditions + Development Policies
- Metrics of Success

TDM program managers at each peer city were interviewed over the phone. A summary of findings is presented below, as well as findings particularly relevant to Bloomington. A complete set of findings are presented in matrix format as an appendix.
Summary of Findings: Findings are ranked by their prevalence among peer cities. The numbers in parentheses note how many peer cities identified the characteristic across the following topic areas: urban planning context, existing TDM efforts, parking supply conditions and management policies, and metrics of success.

Urban Planning Context

TDM Organizational Model: In order to gain an understanding of how other cities have structured their TDM program, representatives were asked in what organization the TDM program is housed and staffed. In the case of Ithaca, the TDM program is not a formal part of the city government but rather a program run by the city’s downtown business improvement district. In the case of Ann Arbor, MI, the TDM program is located in the city’s transit agency. However, in the rest of the peer cities, the TDM program is housed in the city’s planning department. Please see the peer review matrix in Appendix A for more specific information on how each city funds TDM initiatives.

- City Planning Dept (4: Fort Collins, CO; Portland, ME; Durham, NC; Missoula, MT)
- Transit Agency (1: Ann Arbor, MI)
- Business Improvement District (1: Ithaca, NY)

Funding Model (Federal, State, Local): To gain a better understanding of how TDM programming is financially sustained in peer cities, representatives were asked how their TDM program is funded. Most cities utilize only one funding source, and the most common source of funding is federal, primarily Congestion and Air Quality Mitigation (CMAQ) funds provided by the Federal Highway Administration (FHWA), although one city (Ann Arbor) uses Federal Transit Administration (FTA) funding. Interestingly, cities utilize many different sources of funding, including only state funding, only federal funding, and only local funding. Two cities use a combination of funding sources; Fort Collins, CO, uses federal, state and local funds, and Durham, NC, uses both federal and state funds.

Type of Funds:

- Federal funds (4: Fort Collins, CO; Durham, NC; Ann Arbor, MI; Missoula, MT)
- State funds (3: Ithaca, NY; Fort Collins, CO; Durham, NC)
- Local funds (2: Fort Collins, CO; Portland, ME)

Number of Funding Sources:

- Only one type of funding source (4: Ann Arbor, MI; Missoula, MT; Ithaca, NY; Portland, ME)\(^\text{17}\)
- Multiple types of funding sources (2: Fort Collins, CO; Durham, NC)

\(^{17}\) Although this is the most common practice, diverse funding streams are recommended in order to create a financially resilient TDM program.
Reasons for TDM: The following were identified as issues that motivated the creation of TDM programs in the peer cities. Most cities identified multiple pressures that instigated the creation of TDM strategies, but limited space for parking and an increase in real estate development were the most common. In Ann Arbor and Ithaca, parking and development pressures go hand-in-hand; representatives identified them both as top reasons that TDM measures have been pursued. In Fort Collins and Missoula, parking, development, and traffic were all sited as sources of pressure on the city which led them to utilize TDM. In Durham, the central pressure driving TDM programming has been a desire to prepare for population growth.

- Parking (4: Fort Collins, CO; Portland, ME; Ann Arbor, MI; Missoula, MT)
- Development pressures (4: Fort Collins, CO; Portland, ME; Ann Arbor, MI; Missoula, MT)
- Traffic (2: Fort Collins, CO; Missoula, MT)
- Population Growth (1: Durham, NC)

Peer cities reported that parking and development were the primary pressures that motivated them to pursue TDM. Parking issues are analyzed in more depth in a forthcoming section, Parking Supply Conditions + Management Policies.

In Ann Arbor, development in the downtown is partly driven by demand for housing, although there is disagreement about how to build in what is already a dense area limited by special historic districts. In Portland, commercial development in the downtown is straining the transportation network: according to one of the city’s urban planners, there are thirty to forty new projects in the pipeline across a variety of commercial sectors, including health care, hospitality, higher education, private K-12 education, office, and mixed-use. Similarly, many hotels are being developed in downtown Missoula, as well as a library and student housing. A representative from Missoula explained that businesses are relocating their offices and their employees to the city of Missoula to take advantage of its relatively low cost of living.

Role of Local University: Given that each of the peer cities are home to large universities, representatives were asked about the overall quality of the city-university relationship, the degree to which the university(ies) runs its own TDM programming, and how they impact the city’s TDM strategies. In most cases, cities reported strong partnerships with their local universities and most universities were perceived as having a neutral impact on city TDM programs. Among the four cities whose university(ies) provides TDM programming, two cities (both considered by representatives to operate ‘significant’ TDM programming) reported a strong relationship with the university and said the university has had a positive impact on the city’s TDM programs. Two other cities with TDM programming (considered by representatives to have limited or ‘partial’ TDM programming) reported not having strong relationships with their universities: in the case of Cornell University, the programming was perceived as having a negative impact on downtown Ithaca, NY, and in the case of Duke University and North Carolina Central University, the programming was perceived as having a neutral impact on Durham, NC.

Overall Relationship Between City and University(ies):
▪ Strong Town-Gown Partnership (4: Fort Collins, CO; Portland, ME; Ann Arbor, MI; Missoula, MT)
▪ Weak Town-Gown Relationship (2: Durham, NC; Ithaca, NY)

University TDM Programming:

▪ Significant University TDM Programming (2: Portland, ME; Fort Collins, CO)
▪ Partial University TDM Programming (2: Durham, NC; Ithaca, NY)
▪ No University TDM Programming (2: Missoula, MT; Ann Arbor, MI)

University Impact on City TDM Program:

▪ Neutral Impact (3: Ann Arbor, MI; Durham, NC; Missoula, MT)
▪ Positive Impact (2: Portland, ME; Fort Collins, CO)
▪ Negative Impact (1: Ithaca, NY)

Successful Town-Gown Collaboration: Among the cities with university(ies) that maintain their own TDM program are several examples of collaboration between the city and the local university(ies) that are informative for Bloomington. In general, city representatives responded that the city’s relationship with the local university was strong because they felt the city and university(ies) shared the same value for TDM programming and overall philosophy regarding managing transportation demand. In the most basic sense, cities felt support from local private institutions when these institutions established their own TDM programming and hired TDM staff. Examples include the Colorado State University in Fort Collins, which maintains its own TDM program office, and Maine Medical center in Portland, which recently hired a TDM program manager.

The University of Montana and Colorado State University are in regular communication and collaboration with their respective city governments regarding TDM initiatives. In Missoula, city staff serve as outreach ambassadors to the UM campus and run on-campus programming such as campus-specific commuter challenges. In Fort Collins, TDM staff from Colorado State University regularly attend public meetings and subarea plans as well as consult with developers of buildings that will be occupied by Colorado State University students on TDM issues.

In Ann Arbor, although the University of Michigan does not run TDM programming beyond administering parking policies, it contributes valuable transit usage data to the Federal Transit Administration. Although it is not a mandated data reporter, the University of Michigan tracks and reports its transit data to the FTA’s national transit database, which the FTA uses in its annual funding appropriations. This additional data increases the amount of federal money the city qualifies for, beyond what it would receive if the city alone reported its transit data. The city of Ann Arbor then reconciles that federal return based on its own usage data to determine whether the city owes the university or vise-versa; according to a representative from Ann Arbor, it is generally about even. The additional federal funding benefits both the university and the city, since the federal funding supports public transit that serves campus and subsidizes the city’s Go!Pass program, which is available to all employers in the city.
<table>
<thead>
<tr>
<th>City</th>
<th>Extent of University TDM Programming</th>
<th>Perceived Impact on City’s TDM: Mutually Beneficial</th>
<th>Perceived Impact on City’s TDM: Neutral</th>
<th>Perceived Impact on City’s TDM: Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann Arbor, MI</td>
<td>UMich only has TDM-oriented efforts through parking policy</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ithaca, NY</td>
<td>Cornell has TMA and cooperative extension that does TDM</td>
<td></td>
<td></td>
<td>Due to free University bus system, students &amp; staff often park downtown and take bus to Cornell</td>
</tr>
<tr>
<td>Portland, ME</td>
<td>USM has TDM for students commuting between campuses, coordinated with transit agency on universal pass and a transit line</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fort Collins, CO</td>
<td>Extensive TDM program at CSU, has invested 2.1 million dollars in local transit agency, 3 BRT stops on campus, transit center w/ real-time info</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Missoula, MT</td>
<td>Limited: student ambassadors to promote driving alternatives, but city has stepped in and run Campus Commuter Challenge past 2 years</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Durham, NC</td>
<td>Significant at Duke &amp; NC Central: Subsidized transit passes, carpool, incentives/subsidies for multimodal transportation</td>
<td>X</td>
<td></td>
<td>One negative: In 2019, plans for light rail cancelled when Duke pulled out over fear it would disturb fine instruments at Duke Hospital</td>
</tr>
</tbody>
</table>
The University of Michigan and Ann Arbor have been in close coordination regarding public transit service for a long time. For approximately 15 years, any active student, faculty member or staff can use their ID card as a fare card on the city’s “TheRIDE” buses. Another way in which the University of Michigan supports the city’s TDM programming is its large participation in the city’s vanpool program, Vanride: approximately 90 percent of Ann Arbor’s vans are serving the university or the university’s health system.

Finally, in one case, the city and university collaborated closely to establish a Bus Rapid Transit (BRT) service. In Fort Collins, the MAX BRT line cost more than 70 million dollars in 2014; Colorado State contributed 1.5 million to the project and gave the city right of way and provided the line with reliable ridership. The line has been wildly successful and Colorado State students comprise about half its ridership. There are currently plans for three more BRT lines, and the city and university are already collaborating about how to fund them.

**Existing TDM Efforts**

A total of seventeen TDM services or programs were identified as aspects of TDM programming that exist in the six peer cities. Not all programs are provided by the city; some are provided by the local university, the state, or private companies. All TDM-related services were logged regardless of their provider in order to provide a more complete picture of the city’s transportation environment.

Below is a list of these programs in order of prevalence among the peer cities. The most common services include carpool / vanpool matching, park-and-ride locations, and bikeshare programs. Notably, in each peer city the local university(ies) provides transit subsidies to students and faculty. In most peer cities, the city itself also provides transit subsidies or incentive programs to encourage commuters to use multimodal transportation. Please see the peer review matrix in Appendix A for information on which cities provide each program.

**Multimodal Transportation Programs**

- Local university subsidizes transit use (6)
- Carpool/Vanpool Matching (5)
- Park-and-Ride (5, 1 partial)
- Bikeshare (4)
- City provides incentives to commuters to encourage multimodal transportation use (4)
- Carshare: throughout city (3), at university only (1)
- Scooters (3)
- Walking Programming (2)
- Bicycle Education (2)
- City incentivizes/subsidizes transit (1)
- Developers installing live transit information in new buildings (1)

**Education Programs + Information Tools**

- Outreach: Downtown Employers (3, 1 partial)
Parking Supply Conditions + Development Policies

Representatives from each peer city were asked about the general status of the city’s parking supply. From a subjective perspective, most representatives considered their city to be parking-constrained, and two considered its parking supply to be saturated. All of the peer cities except for one, Fort Collins, CO, charges for its downtown street parking. In Fort Collins, CO, the downtown parking is only free for a maximum of two hours. Representatives indicated that parking tends to be a hot-button topic among city leaders and constituents, who hold widely divergent views about it and therefore have difficulty coming to a consensus on new policies. Since zoning requirements influence the amount of available parking in a city, Wells + Associates reviewed parking requirements related to new development, namely parking minimums and/or maximums, to augment its findings regarding general parking availability. All peer cities maintain minimum parking requirements; two maintain parking maximums, and five allow lower parking minimums for developers within certain overlay districts. While none of the cities reviewed have set parking maximums for residential buildings, two cities, Fort Collins, CO, and Ann Arbor, MI, have set parking maximums for commercial buildings. Bloomington is in line with its peers on these policies: there is a perception that its parking supply is saturated, and it has removed or lowered parking minimums in many overlay districts. It goes beyond its peers in setting parking maximums—Bloomington maintains maximums for both residential and commercial buildings.

Just as Bloomington is considering doing, many cities are using TDM to manage parking demand. Downtown Ithaca is currently at maximum parking capacity, and one of its main garages is about to undergo necessary repairs for approximately three years. Ithaca’s Business Improvement District is hoping that TDM measures will help alleviate parking pressure before this garage goes under construction. In Ann Arbor, TDM policies are being used to alleviate parking pressure because its downtown is densely developed and there is limited space for additional garages. The downtown core is further limited in its ability to expand due to a historic district.

Similarly, on-street parking in downtown Fort Collins is maxed out, perhaps because its two garages charge fees while on-street parking is still free for up to two hours. Besides Fort Collins,
every other peer city provides metered street parking in its downtown. However, a representative from Portland indicated that many in city government believe the rates for downtown parking are too low and contribute to parking saturation there. Missoula also provides low-cost parking downtown despite high demand; this combination has led to an overflow of parked vehicles in adjacent neighborhoods. Although parking is still available in Durham, that is largely because the city recently spent 25 million dollars on a new garage. With the help of TDM, the city is trying to get ahead of population growth and prevent any future need for additional garages.

Except for Portland, all the peer cities, as well as Bloomington, IN, have created special zoning overlay districts in which parking minimums and/or maximums are reduced, requiring less parking be built with new development than in the rest of the city. In Ithaca and Durham, there are no parking minimums in the downtown core. In Durham, parking construction in the downtown core is capped at 100 percent, meaning a developer can build a maximum of 100 spaces for a 100-unit building. In Missoula, the Riverfront Neighborhood District has reduced parking requirements, requiring 50 percent of normal minimums and 75 percent of normal maximums. Similarly, in Fort Collins, a special district associated with transit stops, the Transit-Oriented Development District, exempts certain buildings from parking requirements based on square footage.

In Portland, an in-lieu parking fee and an impact fee ordinance feed into the Sustainable Transportation Fund, which supports multimodal transportation. However, the city continues to look for more sources of public transit funding. Many studies of the parking situation in Portland recommended increasing the cost of parking, yet the city has still not done so. According to an urban planner in Portland, this is because constituents strongly believe “parking is a public utility that should not be a money-making endeavor.” Portland is considering creating parking maximums and charging developers for any buildings that exceed the maximum, funds which would further support multimodal transit. Bloomington may also want to consider using its parking maximums to generate additional funding for TDM activities and other multimodal transportation services.

**Metrics of Success**

To gain a better understanding of how city-wide TDM programs set goals and are evaluated, representatives of peer cities were asked whether they track any metrics and, if so, whether cities have set any particular goals for these metrics. The following are metrics that representatives identified as being used in their jurisdictions:

- SOV rate (3)

---

18 “The land use code incorporates fee-in-lieu parking standards, where some developments in nonresidential zones may contribute fees to the Sustainable Transportation Fund in place of all or some of their parking requirements. Funds in the Sustainable Transportation Fund may be allocated to such purposes as shared parking infrastructure and facilities, bicycle parking, transit capital improvements, bus shelters, and pedestrian and bicycle infrastructure” (p238). Portland, ME, Comprehensive Plan: Portland’s Plan 2030. <https://www.portlandmaine.gov/1861/PortlandsPlan2030>
▪ Bicycling rate (1)
▪ Air Quality (1)

As far as using metrics to formally evaluate the success of a TDM program (for instance, to determine funding) many representatives explained that metrics can be too complicated to rely on in a strict manner. For instance, although they would ultimately like to reduce SOV rates as a measure for success, the inputs which determine this rate are multifaceted and not currently understood well enough to use strictly. In some cases, this was due to the difficulty of disentangling transportation patterns at the university from those across the rest of the city. As a representative from Ann Arbor explains, “We don’t want to create a false metric which is actually something in the university’s control—we need to better understand those [SOV] rates first.”

However, there are cities using metrics to manage their TDM programs. According to one of its city planners, the city of Durham has set a SOV-reduction goal of 5 percentage points over the next three years. Missoula, MT, tracks travel behavior and SOV rates as part of the regular functioning of its program. For instance, the city performs an annual commuter survey after its spring commuter challenge and tracks commuter behavior via their ride-matching platform; the data from both efforts are used to craft targeted marketing campaigns. Missoula also uses SOV rates to estimate emissions rates and reductions as part of its federal CMAQ grant requirements. The city of Fort Collins is looking to increase its bicycling mode share from 15-20 percent to 25 percent, and Colorado State University has a target parking utilization rate of 28 to 32 percent, a goal which they have already reached and are seeking to maintain. Finally, real estate developers must lower SOV rates as part of the development requirement in Portland, ME, and although this data is not yet being reliably gathered, it is a metric that Portland plans to track and enforce more deliberately in the future.

*Most Relevant Findings: Lessons for Bloomington*

The findings from the peer review which are most relevant to Bloomington can be categorized as a) those which are used by all peer cities and therefore should be considered reliable TDM tools in a small city with a large university presence, and b) those which are used by the cities most similarly situated to Bloomington (Portland, ME, Fort Collins, CO, and Ann Arbor, MI).

**Most Prevalent Strategies**

Based on their prevalence among peer cities, the following strategies are most likely to support Bloomington’s goals to increase non-SOV commuting:

▪ Transit subsidies for people affiliated with university (6) *(already provided in Bloomington)*
▪ Carpool/Vanpool matching (5)
▪ Park-and-Ride (5)
▪ Bikeshare (4) *(not well-suited to Bloomington)*
▪ Incentives programs to encourage commuters to use multimodal transportation (4) *(Bloomington maintains transit agreements with five employers)*
• Outreach to downtown employers (3)
• Employee education (3)
• Carshare (3) *(already offered at IU)*
• Scooters (3)

**Strategies from Closest Peer Cities: Ann Arbor, MI, Portland, ME, and Fort Collins, CO**

Based on their implementation in at least two of the three closest peer cities of Ann Arbor, MI, Portland, ME, and Fort Collins, CO, the following strategies are most likely to support Bloomington’s goal to increase multimodal commuting:

• Carpool / Vanpool matching (3)
• Park-and-Ride (3)
• Outreach to downtown employers (2)
• Incentives programs to encourage commuters to use multimodal transportation (2) *(Bloomington maintains transit agreements with five employers)*
• Employee education (2)
• Carshare (2) *(already offered at IU)*
• Scooters (2) *(already offered in Bloomington)*
• University subsidizes transit (3) *(already offered at IU)*
• Bikeshare (3) *(not well-suited to Bloomington)*

It is important to note that some of these strategies are already being deployed by Bloomington, IN. In particular, Indiana University’s Campus Bus is already a fare-free system, all IU students and staff ride free on BT buses through an operating agreement with IU, and scooter share is available in Bloomington. Bloomington Transit also maintains pass programs with five employers: IU Health, IU, Monroe County, City of Bloomington and Monroe County Public Library. Zipcar carshare currently operates at Indiana University, although not wider Bloomington. Also, bikes hare was recently attempted without success, due to competition from scooter companies and perhaps because Bloomington’s bicycling culture is already strong. In Missoula, MT, another small city with a long history of bicycling and substantial bicycling infrastructure, bikeshare has not been successful largely because so many residents already have their own personal bicycles. According to a representative from Missoula, a number of bikeshare operators have cropped up in the city over the years, but they each seemed to “age out,” or conclude on their own, because they were not filling a need. In this way, bikeshare may be a better fit for places new to bicycling rather than places where bicycling is already a common form of transportation.

Both Ann Arbor and Fort Collins have provided incentives to commuters to increase their usage of multimodal transportation. However, a more structured program which utilizes financial incentives to change commuting behavior is in place in Ann Arbor. As part of its employer engagement strategy, the Ann Arbor Area Transit Authority uses city funding to incentivize employees to use multimodal transportation. Downtown employers can register with the program Go!Pass to receive unlimited-use bus passes for their employees at a reduced rate. The Ann Arbor Area Transit Authority also provides employers with customized commute planning through its program TheRide. Bloomington has a similar program established with five
large employers in the area; it should expand this program to engage more downtown employers and therefore more downtown workers.

Additional strategies Bloomington should consider based on their usage in Ann Arbor, Portland, and Fort Collins includes the creation of an online carpool/vanpool matching system, expanding carshare service, and establishing park-and-ride locations. For park-and-rides, partnering with owners of private lots may be the best option since these are likely to provide the city with more location choices and thereby enable the city to best respond to user demand. A broader strategy for increasing the uptake of multimodal transportation that is likely to be successful in Bloomington is programming targeted to local employers designed to encourage multimodal commuting among their employees.
APPENDIX C: TRIMMS ANALYSIS
## Impact of TDM Strategies on Driving Alone: TRIMMS Model
Projections based on October 2019 Transportation Survey Mode Split

<table>
<thead>
<tr>
<th>Location</th>
<th>Scenario</th>
<th>Forecasted Drive Alone Rate</th>
<th>Forecasted Non-Drive Alone Rate</th>
<th>Employees Driving Alone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Bloomington</td>
<td>October 2019 – Transportation Survey Mode Split</td>
<td>78%</td>
<td>22%</td>
<td>10,140</td>
</tr>
<tr>
<td></td>
<td>TDM Marketing and promotion (Telework, guaranteed ride home, carpool matching etc.) but no price changes or service improvements</td>
<td>77.2%</td>
<td>22.8%</td>
<td>10,036</td>
</tr>
<tr>
<td></td>
<td>Transit Service Travel Time Improvement by 25%</td>
<td>77.1%</td>
<td>22.9%</td>
<td>10,023</td>
</tr>
<tr>
<td></td>
<td>Parking Price Increase by 50%</td>
<td>75.9%</td>
<td>24.1%</td>
<td>9,867</td>
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<tr>
<td></td>
<td>Parking Price Increase by 100%</td>
<td>74.9%</td>
<td>25.1%</td>
<td>9,737</td>
</tr>
<tr>
<td></td>
<td>Transit Service Travel Time Improvement by 25% and Parking Price Increase by 100%</td>
<td>74.8%</td>
<td>25.2%</td>
<td>9,724</td>
</tr>
<tr>
<td></td>
<td>50% Employer Subsidies, carpool/vanpool/transit and no parking price increase or transit time improvement</td>
<td>72.5%</td>
<td>27.5%</td>
<td>9,425</td>
</tr>
<tr>
<td></td>
<td>50% Employer Subsidies, carpool/vanpool/transit AND parking price increase AND transit time improvement</td>
<td>70.7%</td>
<td>29.3%</td>
<td>9,191</td>
</tr>
</tbody>
</table>
Impact of TDM Strategies on Driving Alone: TRIMMS Model
Projections based on 2018 ACS Commuter Mode Split

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Forecasted Drive Alone Rate</th>
<th>Forecasted Non-Drive Alone Rate</th>
<th>Number of Employees Driving Alone</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACS 2018 5-Year Commuter Mode Split</td>
<td>62.6%</td>
<td>37.4%</td>
<td>24,175</td>
</tr>
<tr>
<td>TDM Support Programs and Marketing and Promotion only</td>
<td>61.2%</td>
<td>38.8%</td>
<td>23,635</td>
</tr>
<tr>
<td>TDM Marking and Promotion AND Transit Service Travel Time Improvement by 25%</td>
<td>61.0%</td>
<td>39.0%</td>
<td>23,558</td>
</tr>
<tr>
<td>TDM Marking and Promotion AND Parking Price Increase by 50%</td>
<td>59.4%</td>
<td>40.6%</td>
<td>22,940</td>
</tr>
<tr>
<td>TDM Marketing and Promotion AND Parking Price Increase by 100%</td>
<td>58.1%</td>
<td>41.9%</td>
<td>22,438</td>
</tr>
<tr>
<td>TDM Marking and Promotion AND Transit Service Travel Time Improvement by 25% AND Parking Price Increase by 100%</td>
<td>57.9%</td>
<td>42.1%</td>
<td>22,360</td>
</tr>
<tr>
<td>TDM Marketing and Promotion AND 50% Employer Subsidies, Carpool/Vanpool/Transit and no parking price increase or transit time improvement</td>
<td>58.7%</td>
<td>41.3%</td>
<td>22,669</td>
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<tr>
<td>TDM Marketing and Promotion AND 50% Employer Subsidies, Carpool/Vanpool/Transit AND parking price increase AND transit time improvement</td>
<td>56.3%</td>
<td>43.7%</td>
<td>21,742</td>
</tr>
</tbody>
</table>
APPENDIX D: DOWNTOWN BLOOMINGTON RESIDENTIAL PARKING PERMIT SURVEY
Help the City and Help Your Wallet

Dear Downtown Bloomington Resident,

Thank you for submitting your Neighborhood Parking Permit application and helping us manage our city’s parking supply to meet the needs of our entire community.

The City of Bloomington is committed to making Downtown more accessible to more people by making it more pedestrian and bicycle friendly as well as improving transit. Fulfilling this commitment requires that we not only manage our limited parking supply, but anticipate the future of transportation options and behaviors, and plan for and provide viable alternatives to driving a car. Along with having adequate roads and parking inventory, Bloomington must be a place where residents and visitors can easily and safely get to and around downtown on foot, bike, or by public transit.

To help us best allocate resources for transportation infrastructure and options, we need your input. Help us understand how you currently get around downtown Bloomington as well as what your preferences are when traveling by means other than driving. Please take five minutes to complete the survey to the right and on the back side of this page. In addition to helping us plan for our city’s transportation future, completing the survey will qualify you for a drawing for $150 worth of gift cards from downtown establishments.

Thanks in advance for your time.

Sincerely,
John Hamilton
Mayor, City of Bloomington

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WELCOME TO THE DOWNTOWN BLOOMINGTON RESIDENTIAL TRAVEL SURVEY!

Complete this quick survey by September 13, 2019 and you could win **ONE OF THREE GIFT CARDS TO A LOCAL BUSINESS VALUED AT $150**. We respect your privacy. Your personal information will only be used by the City of Bloomington and assigned consultants for transportation planning improvements and commute assistance purposes. We will not disclose your personal information to any other organization.

1. a. First Name*: ___________________________________

   b. Last Name*: ___________________________________

   c. Email*: _______________________________________

   d. What is your work street address or main UI destination (e.g. Kelley School of Business or Ballantine Hall)? _____________________________________________

   e. What is your work zip code? Ex. 22222 ___________

   *Name and email address are required for entry into prize drawings. Work address is requested to help understand your commute patterns.

2. What transportation mode did you use to travel to work or school last week? If you used more than one mode of transportation on a given day, select the mode you used to depart home. Only mark “Walk” as a mode if you walked the entire distance of your trip from home to work or school.

<table>
<thead>
<tr>
<th>Mode</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THUR</th>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
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</thead>
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<tr>
<td>Drive Alone</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<tr>
<td>Bike</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<tr>
<td>Public Transit (Bloomington Transit (BT))</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Shuttle</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Taxi/Uber/Lyft or Dropped off by a friend spouse or classmate</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Walk</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<tr>
<td>Worked from home</td>
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<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Off (Didn’t Work)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<td>Other:</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

CONTINUED ON BACK >>>>>>>>
3. At what time do you typically leave for work/school and arrive at home?
   Depart for Work/School: ____________ ○ am ○ pm
   Arrive Home: ____________ ○ am ○ pm

4. Do you use any of the following transportation options to complete trips outside of your journey to work/school? (Select all that apply) E.g. I walk to the store; I take BT to baseball games.
   ○ Public Transit (Bloomington Transit)
   ○ Bike
   ○ Walk
   ○ Uber/Lyft/Taxi
   ○ ZipCar
   ○ Scooter
   ○ Other______________________________________

5. If you selected “Drive Alone” in Question #2, if driving to work was not an option for you, what would be your second choice?
   ○ Walking/Biking
   ○ Public Transportation
   ○ Carpool/Vanpool
   ○ Telecommuting
   ○ Carshare (e.g. ZipCar, Enterprise Carshare, Car2Go, etc.)
   ○ Taxi/Ride-Hailing (e.g. Uber, Lyft, etc.)
   ○ Other______________________________________

6. How much would parking need to cost per year before your second choice from Question #5 became your more regular choice?
   $ ___________

7. Would you like personalized transportation advice? E.g. Receive personalized information to help you get around.
   ○ Yes ○ No

8. If you typically drive alone to work or school, which of these statements do you agree with? (Select all that apply)
   ○ Other options are inconvenient
   ○ Other options are too expensive
   ○ I need a car to run errands
   ○ I need a car in case of emergencies
   ○ Other options are unrealistic due to work hours
   ○ I enjoy having the freedom to arrive and depart whenever I want
   ○ I enjoy the driving/alone time
   ○ My job requires me to use a car
   ○ I am unaware of other travel options

9. Would you ever consider carpooling or vanpooling to work or school?
   ○ Yes
   ○ No

10. If answered “no” to question #9, please indicate why you would never consider carpooling or vanpooling to work or school. (Select all that apply)
    ○ I don’t have a carpool partner
    ○ My work arrival/departure times are constantly changing.
    ○ I lack flexibility in my schedule to carpool.
    ○ I generally work outside of regular hours (Outside of 8 AM – 5 PM).
    ○ I lack information about using carpooling options to travel from my home to school/work.
    ○ I enjoy the driving/alone time.
    ○ I think carpooling is unsafe.

11. Would you ever consider taking the bus to work or school?
    ○ Yes
    ○ No

12. If answered “no” to question #11, please indicate why you would never consider taking transit to work or school. (Select all that apply)
    ○ I have no transit access from where I live.
    ○ I lack information to use transit to travel from my home to school/work.
    ○ Transit would take too long for my commute.
    ○ The transit route that goes to school/work is unreliable.
    ○ The transit route that passes by my house doesn’t run frequently enough for me.
    ○ I think taking transit is unsafe.
    ○ I generally dislike taking public transportation.
    ○ The transit schedule doesn’t align with my work schedule.
    ○ I don’t know how to use public transportation.

Thank you for taking the Downtown Bloomington Residential Travel survey!
Downtown Bloomington
Residential
Residential Parking Permit Survey Analysis

November 2019
Content

- Survey Summary
- General Travel Behavior Questions
  - Mode Split
  - Work Distribution
  - Work Arrival and Departure Times
  - Irregular User of Alternative Transportation
  - Use Alternative Transportation Outside of Work
  - Alternative Mode if Driving Not Available
  - Desire and Interest in Using Alternative Transportation
Survey Summary

- Survey Dates: August 5, 2019 – September 13, 2019
- Communication Channels: Neighborhood Parking Permit Application Distribution Channels
- Incentives: Three gift cards to a local business valued at $150
- Response Rate: 31%

<table>
<thead>
<tr>
<th>Category</th>
<th>Count/Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Responses</td>
<td>523</td>
</tr>
<tr>
<td>Total Permits Sold in Time Period</td>
<td>1,667</td>
</tr>
<tr>
<td>Response Rate</td>
<td>31%</td>
</tr>
<tr>
<td>Margin of Error</td>
<td>4%</td>
</tr>
</tbody>
</table>
Choose The Mode Of Transportation You Used To **Arrive** at work Last Week

*Number of Responses, Percentage of Survey Responses*

<table>
<thead>
<tr>
<th>Day</th>
<th>Shuttle</th>
<th>Other</th>
<th>Taxi/Uber/Lyft</th>
<th>Telework</th>
<th>Carpool/Vanpool</th>
<th>Bike</th>
<th>Vanpool</th>
<th>Drove Alone</th>
<th>Walk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>5.2%</td>
<td>6.2%</td>
<td>7.8%</td>
<td>7.1%</td>
<td>6.7%</td>
<td>6.4%</td>
<td>4.9%</td>
<td>46.5%</td>
<td>33.6%</td>
</tr>
<tr>
<td>Monday</td>
<td>47.4%</td>
<td>36.6%</td>
<td>32.5%</td>
<td>34.1%</td>
<td>31.9%</td>
<td>36.6%</td>
<td>44.5%</td>
<td>34.0%</td>
<td>44.6%</td>
</tr>
<tr>
<td>Tuesday</td>
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<td></td>
<td>46.8%</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>34.1%</td>
<td></td>
<td></td>
<td></td>
<td>36.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
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<td></td>
<td>43.4%</td>
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<td></td>
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<tr>
<td>Friday</td>
<td>36.6%</td>
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<td></td>
<td></td>
<td>43.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td>46.5%</td>
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<td></td>
<td></td>
<td>34.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Respondents: 517
Total Responses: 3,421
Choose The Mode Of Transportation You Used To **Arrive** at work Last Week

![Pie chart showing transportation modes]

- **Walk, 1,357, 42.5%**
- **Drove Alone, 1,185, 37.1%**
- **Bus, 226, 7.1%**
- **Bike, 202, 6.3%**
- **Carpool/Vanpool, 107, 3.4%**
- **Telework, 63, 2.0%**
- **Taxi/Uber/Lyft, 21, 0.7%**
- **Shuttle, 12, 0.4%**
- **Other, 18, 0.6%**

Total Respondents: 517
Total Responses: 3,421

Average across each day of the week.
Choose The Mode Of Transportation You Used To Arrive at work Last Week

Total Respondents: 517
Total Responses: 3,421

Average across each day of the week.
What is your work street address or main IU destination?

Total Responses: 408
Average Distance to Work

Total Responses: 511

Total Responses: 511
Work Location / Distance from Downtown

Total Respondents: 524
Departure Time (Peak Hour)

Percentage of Survey Responses

- 10% before peak
- 8% at 6:00 AM
- 5% at 6:30 AM
- 28% at 7:00 AM
- 41% at 7:30 AM
- 125% at 8:00 AM (26.3%)
- 107% at 8:30 AM (22.5%)
- 54% at 9:00 AM (11.3%)
- 52% after peak (10.9%)

Total Responses: 476
Departure Time (Peak Hour)

Percentage of Survey Responses

Drive 100% of the Time  Drive Some of the Time  Never Drive

Total Responses: 476
Arrival Time (Peak Hour)

Percentage of Survey Responses

Total Responses: 476
Arrival Time (Peak Hour)

Percentage of Survey Responses

Total Responses: 476
Do you use any of the following transportation options to complete trips outside of your journey to work/school? (select all that apply)

- Walk: 36.3%
  - Drive 100% of the Time: 13.3%
  - Drive Some of the Time: 13.8%
  - Never Drive: 9.1%

- Public Transit: 21.7%
  - Drive 100% of the Time: 13.3%
  - Drive Some of the Time: 8.6%
  - Never Drive: 9.1%

- Uber/Lyft/Taxi: 17.6%
  - Drive 100% of the Time: 8.9%
  - Drive Some of the Time: 7.6%
  - Never Drive: 5.7%

- Bike: 12.5%
  - Drive 100% of the Time: 5.7%
  - Drive Some of the Time: 5.5%
  - Never Drive: 5.5%

- Scooter (ie Bird, Lime, Lyft, etc): 8.2%
  - Drive 100% of the Time: 3.4%
  - Drive Some of the Time: 5.5%
  - Never Drive: 8.2%

- Other: 3.4%
  - Drive 100% of the Time: 3.4%
  - Drive Some of the Time: 3.4%
  - Never Drive: 3.4%

- ZipCar: 0.3%
  - Drive 100% of the Time: 0.3%
  - Drive Some of the Time: 0.3%
  - Never Drive: 0.3%

Total Respondents: 473
Total Responses: 1,017
If driving to work was not an option for you, what would be your second choice?

Total Responses: 351

- Bike: 57.5% (202)
- Bus: 27.6% (97)
- Taxi/Uber/Lyft: 7.4% (26)
- Carpool: 2.8% (10)
- Other (Required): 3.1% (11)
- Shuttle: 1.1% (4)
- Scooter: 0.3% (1)

MEETING THE NEEDS OF A MOBILE SOCIETY
If driving to work was not an option for you, what would be your second choice?

- Bike: 68 (26% Drive 100% of the Time, 28% Drive Some of the Time)
- Bus: 78 (30% Drive 100% of the Time, 46% Drive Some of the Time)
- Taxi/Uber/Lyft: 8%
- Other (Required): 3%
- Carpool: 4%
- Shuttle: 2%
- Scooter: 1%

Total Responses: 351
Bicycle Network Analysis Score

Total Respondents: 522

- Never Drive
- Drive Some of the Time
- Drive 100% of the Time

Distribution:
- 1% for 0 - 10
- 1% for 25 - 50
- 12% for 50 - 75
- 86% for 75 - 100

More Stressful:
- 34%

Less Stressful:
- 30%
- 23%
Bicycle Network Analysis Score

Total Respondents: 522
How much would parking need to cost per year before your second choice transportation mode became your more regular choice?

Total Respondents: 323
Would you like personalized transportation advice?
E.g. Receive personalized information to help you get around.

Total Respondents: 489
If you typically drive to work or school, which of these statements do you agree with? *Select all that apply.*

- 21.9% I need a car to run errands
- 19.5% I enjoy having the freedom to arrive and depart whenever I want
- 16.7% Other options are inconvenient
- 14.4% I need a car in case of emergencies
- 12.2% I enjoy the driving/the alone time
- 10.0% Other options are unrealistic due to work hours
- 9.6% Other options are too expensive
- 9.9% My job requires me to use a car
- 7.7% I am unaware of other travel options

Total Respondents: 391
Total Responses: 1,000
Would you ever consider carpooling or vanpooling to work or school?

- **Yes**: 126 (42%)
  - Drive 100% of the Time: 84 (28%)
  - Drive Some of the Time: 42 (14%)

- **No**: 49 (16%)
  - Drive 100% of the Time: 44 (15%)
  - Drive Some of the Time: 5 (16%)

Total Respondents: 303
Would you ever consider carpooling or vanpooling to work or school?

Total Respondents: 303
If no, please indicate why you would never consider carpooling or vanpooling to work or school? Select all that apply.

- I lack flexibility in my schedule to carpool: 24.7% (28 respondents)
- My work arrival/departure times are constantly changing: 23.4% (34 respondents)
- I enjoy the driving/alone time: 20.1% (26 respondents)
- I don’t have a carpool partner: 15.6% (48 respondents)
- I generally work outside of regular hours (Outside of 8 AM to 5 PM): 11.7% (36 respondents)
- I lack information about using carpooling to travel from my home to school/work: 9.1% (28 respondents)
- I think carpooling is unsafe: 4.5% (14 respondents)

Total Respondents: 93
Total Responses: 308

**Drive 100% of the Time**

**Drive Some of the Time**

**Asked to people who indicated they would not consider carpooling/vanpooling.**
Would you ever consider taking the bus to work or school?

- Yes: 106 (35%)
- No: 22 (7%)

Total Respondents: 303
Would you ever consider taking the bus to work or school?
If no, please indicate why you would never consider transit to work or school? *Select all that apply.*

- Transit would take too long for my commute. 27%
- I have no transit access from where I live. 18%
- The transit route that passes by my house doesn’t run frequently enough for me. 15%
- I generally dislike taking public transportation. 13%
- The transit route that goes to school/work is unreliable. 13%
- The transit schedule doesn’t align with my work schedule. 10%
- I lack information to use transit to travel from my home to school/work. 9%
- I don’t know how to use public transportation. 7%
- I think taking transit is unsafe. 3%

Total Respondents: 57
Total Responses: 202

Asked to people who indicated they would not consider transit.
Walking time from Home to a Bus Stop / Walking time from Work to a Bus Stop.

<table>
<thead>
<tr>
<th>Time from Home to Bus Stop / Time from Work to Bus Stop</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Minutes</td>
</tr>
<tr>
<td>10 Minutes</td>
</tr>
<tr>
<td>Greater than 10 Minutes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5 Minutes</th>
<th>10 Minutes</th>
<th>Greater than 10 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>97%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>37%</td>
<td>35%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Meeting the Needs of a Mobile Society
Bus Frequency Near Respondent’s Home

Total Respondents: 517

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every 30 Minutes</td>
<td>501</td>
<td>97%</td>
</tr>
<tr>
<td>Once an Hour</td>
<td>14</td>
<td>3%</td>
</tr>
<tr>
<td>No Bus Stop Nearby</td>
<td>2</td>
<td>0%</td>
</tr>
</tbody>
</table>
Bus Frequency Near Respondent’s Home

97%

26%
133

34%
178

37%
190

Every 30 Minutes

3%

Once an Hour

0%

No Bus Stop Nearby

0%
1

Drive 100% of the Time

Drive Some of the Time

Never Drive

Total Respondents: 517
## Summary of Findings

<table>
<thead>
<tr>
<th>Section</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Travel Modes</strong></td>
<td>37% of respondents are driving alone to work at least one day a week.</td>
</tr>
<tr>
<td></td>
<td>Overall, 53% of respondents or more are commuting by an alternative method every day of the week.</td>
</tr>
<tr>
<td></td>
<td>Walking is the most popular mode – indicating that most people who live in the Downtown Parking Permit districts live close to work or school.</td>
</tr>
<tr>
<td><strong>Distance to Work</strong></td>
<td>70% of respondents live between .5 and 2.5 miles from their workplace or school.</td>
</tr>
<tr>
<td></td>
<td>Locations on the Indiana University Campus make up 85% of work/school destinations.</td>
</tr>
<tr>
<td><strong>Alternative Modes</strong></td>
<td>57% of respondents would bike to work if they suddenly couldn’t drive.</td>
</tr>
<tr>
<td></td>
<td>86% of people would consider using the bus but many people find the bus too infrequent or state that the commute would take too long on the bus.</td>
</tr>
<tr>
<td></td>
<td>71% of respondents would consider carpooling.</td>
</tr>
</tbody>
</table>
Recommendations

• Encourage and promote existing Biking culture.
  • Respondents reported that they would most likely bike to work if they could not drive and reported high rates of cycling outside of work. Filling gaps in existing cycling infrastructure, ensuring safe conditions on multi-use trails, and providing more bike racks could be key initiatives.

• The majority of people with downtown parking permits work close to where they live. Incentives to not renew parking passes could push “car-lite” people who typically do not drive but keep a car to get ride of their car.

• Encourage and promote the bus; high headways on routes are discouraging people from seeing this as an option.

• Promote carpooling from neighborhoods near IU to campus. 70% of respondents are open to carpooling but do not think it’s flexible enough for their needs.
APPENDIX E: DOWNTOWN BLOOMINGTON RESIDENTIAL PARKING PERMIT FOLLOW-UP SURVEY
Welcome to the 2019 Bloomington Neighborhood Parking Permit Follow-Up Survey!

You are being contacted because you previously answered a survey while applying for your Neighborhood Parking Permit.

Your answers to this short survey will allow the City of Bloomington and local employers to design incentives, strategies, and programs to increase transportation efficiency across the community. Responses will inform plans to maximize transportation choices and encourage the use of non-single occupancy vehicle travel options, including public transportation, bicycle, and pedestrian paths, ridesharing, and other similar programs. You may find more information about Transportation Demand Management at: https://bloomington.in.gov/transportation/tdm

4. What, if any, is your primary relationship to Indiana University?
   - Student
   - Full-Time Staff/Faculty
   - Part-Time Staff/Faculty
   - No Relationship
5. How often do you use your car? *

- Daily
- Several times a week
- Weekly
- A few times a month
- Monthly
- Less than once a month

6. Considering your typical car usage, please rank the following activities from most common to least common reason you use your car. *

Drag items from the left-hand list into the right-hand list to order them.

- Run Errands
- Shopping
- Childcare (e.g. picking children up from school/daycare)
- Commute to School
- Travel Out of Town
- Recreation
- Commute to Work
- Medical Care
7. Typically, which days of the week do you use your car?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

8. Have you ever used a car sharing platform?

- Yes
- No

9. Do you still use car sharing services?

- Yes
- No
10. Why do you no longer use car sharing services?

Select all that apply.

- Cost
- Availability of vehicles
- Location of vehicles
- Other - Write In

11. Why have you never used car sharing services?

Select all that apply.

- Cost
- Availability of vehicles
- Location of vehicles
- Other - Write In
12. If readily available, would you consider car sharing as an option for your typical car trips?
   - Yes
   - No
   - Maybe

13. If readily available, would you consider car sharing as an option for your typical car trips instead of owning a car?
   - Yes
   - No
   - Maybe

14. Have you ever used Indiana University's Catch-A-Ride bus service to travel to and from campus during breaks?
   - Yes
   - No
   - Considered it as an option, but have never used the service
15. Do you plan on using *Catch-A-Ride* again in the future?

- [ ] Yes
- [ ] No

16. Why have you never used *Catch-A-Ride*?

*Select all that apply.*

- [ ] Cost
- [ ] Not Aware of the Service
- [ ] Condition of Vehicles
- [ ] Days/Hours of Operation
- [ ] Flexibility to Leave on Own Schedule
- [ ] Duration of Trip
- [ ] Pick Up Locations
- [ ] Drop Off Locations
Thank you for taking our survey. Your response is very important to us. Your responses and data will remain confidential and will only be used for the purpose of Downtown transportation and parking.

17. Why do you no longer plan on using Catch-A-Ride as an option to travel during breaks?
   Select all that apply.
   - Flexibility to Leave on Own Schedule
   - Drop Off Locations
   - Condition of Vehicles
   - Cost
   - Duration of Trip
   - Days/Hours of Operation
   - Pick Up Locations
Survey Summary

- Survey Dates: December 10, 2019 – December 19, 2019
- Communication Channels: Follow-up emails to original respondents of Residential Survey
- Incentives: First 30 respondents received $5 Starbucks gift card
- Response Rate: 12%

<table>
<thead>
<tr>
<th>Category</th>
<th>Count/Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Responses</td>
<td>62</td>
</tr>
<tr>
<td>Total Number of Targeted Residents</td>
<td>511</td>
</tr>
<tr>
<td>Response Rate</td>
<td>12%</td>
</tr>
<tr>
<td>Margin of Error</td>
<td>11.7%</td>
</tr>
</tbody>
</table>
What, if any, is your relationship to Indiana University?

- Student: 76% (53)
- Full-Time Staff/Faculty: 10% (7)
- Part-Time Staff/Faculty: 1% (1)
- No Relationship: 13% (9)
How often do you use your car?

- **Several times a week**: 49%
- **Daily**: 25%
- **Weekly**: 11%
- **Less than once a month**: 8%
- **A few times a month**: 5%
How often do you use your car?

<table>
<thead>
<tr>
<th>What, if any, is your primary relationship to Indiana University?</th>
<th>How often do you use your car?</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Relationship</td>
<td></td>
</tr>
<tr>
<td>Less than once a month</td>
<td>13%</td>
</tr>
<tr>
<td>A few times a month</td>
<td>13%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>25%</td>
</tr>
<tr>
<td>Daily</td>
<td>50%</td>
</tr>
<tr>
<td>Part-Time Staff/Faculty</td>
<td></td>
</tr>
<tr>
<td>Daily</td>
<td>100%</td>
</tr>
<tr>
<td>Full-Time Staff/Faculty</td>
<td></td>
</tr>
<tr>
<td>A few times a month</td>
<td>17%</td>
</tr>
<tr>
<td>Weekly</td>
<td>17%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>50%</td>
</tr>
<tr>
<td>Daily</td>
<td>17%</td>
</tr>
<tr>
<td>Student</td>
<td></td>
</tr>
<tr>
<td>Less than once a month</td>
<td>2%</td>
</tr>
<tr>
<td>A few times a month</td>
<td>12%</td>
</tr>
<tr>
<td>Weekly</td>
<td>50%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>27%</td>
</tr>
<tr>
<td>Daily</td>
<td>53%</td>
</tr>
</tbody>
</table>

- Less than once a month
- A few times a month
- Weekly
- Several times a week
- Daily

MEETING THE NEEDS OF A MOBILE SOCIETY
Considering your typical car usage, please rank the following activities from most common to least common reason you use your car.

How Do you Typically Use Your Car?

- Run Errands: 47%
- Shopping: 27%
- Recreation: 15%
- Travel Out of Town: 12%
- Commute to Work: 19%
- Commute to School: 19%
- Medical Care: 14%
- Childcare: 12%

Lowest Ranked: 81% of respondents said Childcare was the least likely reason to use their car.

Highest Ranked: 48% of Respondents said “Running Errands” was the main reason they use their car.
**IU Faculty:** Considering your typical car usage, please rank the following activities from most common to least common reason you use your car.

**How Do you Typically Use Your Car?**

<table>
<thead>
<tr>
<th>Activity</th>
<th>14%</th>
<th>29%</th>
<th>43%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run Errands</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel Out of Town</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical Care</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commute to Work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Childcare</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commute to School</td>
<td>50%</td>
<td>17%</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Lowest Ranked for Faculty*
50% of respondents said Childcare was the least likely reason to use their car.

*Highest Ranked for Faculty*
43% of respondents said Shopping was the most likely reason to use their car.
IU Students: Considering your typical car usage, please rank the following activities from most common to least common reason you use your car.

How Do you Typically Use Your Car?

- **Run Errands**
  - 84% of respondents said "Running Errands" was the main reason they use their car.
  - Highest Ranked for Students

- **Shopping**
  - 51% of Respondents said "Running Errands" was the main reason they use their car.

- **Recreation**

- **Travel Out of Town**

- **Commute to Work**

- **Commute to School**

- **Medical Care**

- **Childcare**
  - 84% of respondents said Childcare was the least likely reason to use their car.
  - Lowest Ranked for Students

 anderen
Not affiliated with IU: Considering your typical car usage, please rank the following activities from most common to least common reason you use your car.

<table>
<thead>
<tr>
<th>Activity</th>
<th>14%</th>
<th>29%</th>
<th>25%</th>
<th>38%</th>
<th>63%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run Errands</td>
<td>14%</td>
<td>29%</td>
<td>25%</td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td>Commute to Work</td>
<td>14%</td>
<td>29%</td>
<td>25%</td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td>Travel Out of Town</td>
<td>14%</td>
<td>29%</td>
<td>25%</td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td>Shopping</td>
<td>14%</td>
<td>29%</td>
<td>25%</td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td>Recreation</td>
<td>14%</td>
<td>29%</td>
<td>25%</td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td>Medical Care</td>
<td>14%</td>
<td>29%</td>
<td>25%</td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td>Commute to School</td>
<td>14%</td>
<td>29%</td>
<td>25%</td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td>Childcare</td>
<td>86%</td>
<td>13%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

How Do you Typically Use Your Car?

- Lowest Ranked for non-affiliated respondents: 86% of respondents said Childcare was the least likely reason to use their car.
- Highest Ranked for non-affiliated respondents: 63% of respondents said commuting to work was the main reason they use their car.
Typically, which days of the week do you use your car? *(Select all that apply)*
Typically, which days of the week do you use your car? *(Select all that apply)*

<table>
<thead>
<tr>
<th>Category</th>
<th>Day</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time Staff/Faculty</td>
<td></td>
<td>1</td>
<td>4</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Relationship</td>
<td></td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part-Time Staff/Faculty</td>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Bar Chart**
- **Student**: Sunday (39), Monday (39), Tuesday (29), Wednesday (29), Thursday (29), Friday (43), Saturday (43)
- **Part-Time Staff/Faculty**: Sunday (1), Monday (1), Tuesday (1), Wednesday (1), Thursday (1), Friday (1), Saturday (1)
- **No Relationship**: Sunday (1), Monday (5), Tuesday (5), Wednesday (5), Thursday (5), Friday (5), Saturday (5)
- **Full-Time Staff/Faculty**: Sunday (1), Monday (4), Tuesday (4), Wednesday (4), Thursday (4), Friday (4), Saturday (4)
Have you ever used a car sharing platform? (ZipCar, car2go, etc.)

- Yes: 13% (8)
- No: 88% (56)
Do you still use car sharing services?

As asked only to respondents who had used car sharing before.
Why do you no longer use car sharing services?

(Select all that apply)

- Location of Vehicles
- Now Own a Car
- Cost

Asked only to respondents who indicated they no longer use car sharing.
Why have you never used car sharing services?
(Select all that apply)

- Cost: 38% (26)
- Availability of vehicles: 18% (12)
- Prefers to use Own Vehicle: 15% (10)
- Location of vehicles: 12% (8)
- Not Useful: 9% (6)
- Never Heard of the program: 6% (4)
- Never Considered: 3% (2)

Asked only to respondents who indicated they have never used car sharing.
If readily available, would you consider car sharing as an option for your typical car trips?

- **Yes**: 10% (6)
- **Maybe**: 31% (19)
- **No**: 60% (37)
If readily available, would you consider car sharing as an option for your typical car trips instead of owning a car?

Yes
28%
7

No
52%
13

Maybe
20%
5

Asked only to respondents who indicated they might use car sharing if readily available.
Have you ever used Indiana University’s Catch-A-Ride bus service to travel to and from campus during breaks?

- **Yes**: 12% (6)
- **Considered it as an option, but have never used the service**: 6% (3)
- **No**: 82% (41)

*Asked only to respondents who indicated they were IU students.*
Do you plan on using Catch-A-Ride again in the future?

- **Yes**: 1
- **No**: 5

Asked only to respondents who indicated they had used Catch-A-Ride previously.
Why do you no longer plan on using Catch-A-Ride as an option to travel during breaks? (Select all that apply)

- Flexibility to Leave on Own Schedule: 4
- Duration of Trip: 1

Asked only to respondents who indicated they had used Catch-A-Ride previously but would not use it again.
Why have you never used Catch-A-Ride?

*(Select all that apply)*

- Not Aware of the Service: 53% (29 respondents)
- Flexibility to Leave on Own Schedule: 15% (8 respondents)
- Drop Off Locations: 9% (5 respondents)
- Cost: 7% (4 respondents)
- Days/Hours of Operation: 5% (3 respondents)
- Duration of Trip: 5% (3 respondents)
- Pick Up Locations: 4% (2 respondents)
- Condition of Vehicles: 2% (1 respondent)

Asked only to respondents who indicated they had never used Catch-A-Ride.
Key Take-Aways

Differences between Student Car Usage and Faculty / non-affiliated car usage.
- Respondents not affiliated with IU more likely to use their car more frequently and for commuting to work
- Students more likely to use car on weekends and less frequently overall.

Most car usage represents choice activities, not essential activities.
- 71% of parking permit holders do not use their car everyday.
- Errands, shopping, and recreation are the most common reasons for using a car.
- Weekends are the highest usage rate.

More convenient/frequent alternatives could shift residents towards a more car-lite or car free lifestyle.
- Increased awareness of current programs (Catch-A-Ride) is important
- Location, availability, and affordability of alternatives are key to increased use.
APPENDIX F: DOWNTOWN BLOOMINGTON EMPLOYEE COMMUTER SURVEY
Welcome to the 2019 Bloomington Transportation Survey!

Your answers to this short survey will help develop strategies to improve transportation in Downtown Bloomington. By taking the survey, you will be entered into a prize draw to win:

We respect your privacy. Your personal information will only be used by the City of Bloomington and assigned consultants for transportation planning improvements and commute assistance purposes. We will not disclose your personal information to any other organization.

Collect: Contact Info

1. First Name:

2. Last Name:

3. Email: %s format expected
In order to ensure that the City of Bloomington has a transportation system that is inclusive and based on a representative sample, we need to collect the following demographic information.

4. Where do you work?
   - Bloomington Hospital
   - City of Bloomington
   - Monroe County
   - Monroe County Public Library
   - Other Downtown Employer
   - Cook/Ivy Campus
   - Other non-Downtown Employer

Collect: Home Address

What is your Current Residence?

Your current residence address is only needed to help understand your commute experience and improve it.
Choose the mode of transportation you used to **ARRIVE** at work last week: *

**Monday**

- Drove Alone
- Bike
- Bus (ie Bloomington Transit)
- Carpool/Vanpool
- Electric Scooter (ie Bird, Lime, Lyft, etc)
- Shuttle
- Taxi/Uber/Lyft
- Walk
- Worked from home
- Off (Didn't Work)
- Other

**Tuesday**
Drove Alone
Bike
Bus (ie Bloomington Transit)
Carpool/Vanpool
Electric Scooter (ie Bird, Lime, Lyft, etc)
Shuttle
Taxi/Uber/Lyft
Walk
Worked from home
Off (Didn't Work)
Other

Wednesday
Drove Alone
Bike
Bus (ie Bloomington Transit)
Carpool/Vanpool
Electric Scooter (ie Bird, Lime, Lyft, etc)
Shuttle
Taxi/Uber/Lyft
Walk
Worked from home
Off (Didn't Work)
Other

Thursday
Drove Alone
Bike
Bus (ie Bloomington Transit)
Carpool/Vanpool
Electric Scooter (ie Bird, Lime, Lyft, etc)
Shuttle
Taxi/Uber/Lyft
Walk
Worked from home
Off (Didn't Work)
Demographic Data

In order to ensure that the City of Bloomington has a transportation system that is as inclusive as possible of all stages of life and incomes, we need to gather the following demographic information. All information that we gather will be held in the strictest confidence and only used in the aggregate to help guide our planning efforts.

10. What is your age?
- Under 18 years old
- 18-24 years old
- 25-34 years old
- 35-49 years old
- 50-65 years old
- 66-79 years old
- 80 years or older
11. Do you have to drop off or pick up a child or children as part of your commute?

- Yes
- No

12. Which type of housing do you live in?

- Single-family home
- Mobile home
- Townhouse
- Apartment
- Duplex
- Other

13. Which income group does your household fall under?

- Less than $20,000
- $20,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- Over $100,000
14. What is the highest degree or level of school you have completed? If currently enrolled, the highest degree received.

- No schooling completed
- Nursery school to 8th grade
- Some high school, no diploma
- High school graduate, diploma or the equivalent (for example: GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor’s degree
- Master’s degree
- Professional degree
- Doctorate degree

Collect: Irregular User Past or Present

Page entry logic:
This page will show when: (((( Question "Monday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Tuesday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Wednesday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Thursday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Friday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Saturday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Sunday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)"))
15. Have you ever tried traveling to work using another option OTHER THAN DRIVING ALONE? *

- Yes  
- No

16. What form of transportation did you use? (Select all that apply) *

- Bike
- Bus (ie Bloomington Transit)
- Carpool/Vanpool
- Electric Scooter (ie Bird, Lime, Lyft, etc)
- Shuttle
- Taxi/Uber/Lyft
- Walk
- Other

17. Do you still occasionally travel to work using another form of transportation other than driving alone? *

- Yes  
- No

Transportation Ranking

On a scale of 1 - 5, with 1 ranking lowest and 5 ranking highest, please rank the following:
18. The impact that transportation has on your decision to work in Downtown.

1 2 3 4 5
Lowest ○ ○ ○ ○ ○ Highest

19. How convenient transportation options for you to connect to, within, and around Downtown.

1 2 3 4 5
Lowest ○ ○ ○ ○ ○ Highest

20. The safety of transportation options available to connect to, within, and around Downtown.

1 2 3 4 5
Lowest ○ ○ ○ ○ ○ Highest

Parking Information

Page entry logic:
This page will show when: (((((( Question "Monday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Tuesday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Wednesday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Thursday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Friday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Saturday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)") AND Question "Sunday" is one of the following answers ("Drove Alone","Worked from home","Off (Didn't Work)"))))))
21. Using the Map above please identify where you park when you drive to work.

Where do you TYPICALLY park?

- On-Street
- Off-Street Public Garage or Lot
- Off-Street Private Garage or Lot

Parking Reasons

Page entry logic:
This page will show when: Question "Where do you TYPICALLY park?"

22. What are the reasons you typically park where you do?

- Proximity to workplace
- Availability of space
- Price

Other

[ ] Other
23. How frequently do you have to find an alternative place to park from your typical spot?

- Often
- Sometimes
- Rarely
- Never

ALTERNATIVE Parking Information

Page entry logic:
This page will show when: #23 Question "How frequently do you have to find an alternative place to park from your typical spot?" is one of the following answers ("Often","Sometimes","Rarely")
24. Using the Map above please identify where you park when you drive to work when you have to find an ALTERNATIVE space from where you typically park.

Where do you ALTERNATIVELY park?

- On-Street
- Off-Street Public Garage or Lot
- Off-Street Private Garage or Lot

Collect: Arrive/Depart + Outside Work + Second Choice

At what time do you typically ARRIVE AT WORK/DEPART FROM WORK? *
<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Arrive at Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:30 PM</td>
<td></td>
</tr>
<tr>
<td>5:00 PM</td>
<td></td>
</tr>
<tr>
<td>5:30 PM</td>
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<td>6:00 PM</td>
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<td>4:00 PM</td>
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<tr>
<td>4:30 PM</td>
<td></td>
</tr>
</tbody>
</table>
25. Do you use any of the following transportation options outside of work? (Select all that Apply) *

- Bike
- Bus (ie Bloomington Transit)
- Electric Scooter (ie Bird, Lime, Lyft, etc)
- Shuttle
- Taxi/Uber/Lyft
- Walk
- Other
- None of the Above

E.g. I walk to the store; I take BT to basketball games.

26. If driving to work was not an option for you, what would be your second choice? *

- Bike
- Bus (ie Bloomington Transit)
- Carpool/Vanpool
- Electric Scooter (ie Bird, Lime, Lyft, etc)
- Shuttle
- Taxi/Uber/Lyft
- Walk
- Other

Parking Price Question

**Page entry logic:**
This page will show when: (#22 Question "What are the reasons you typically park where you do?" is one of the following answers ("Price") AND #26 Question "If driving to work was not an option for you, what would be your second choice?" )
27. How much would parking need to cost **PER MONTH** before your second commute choice "[question('value'), id='69']" became your more regular choice to get to work?

$ __________ per month

Collect: Awareness (not mode specific)

28. How aware are you of your commute options? *

*For example, are you aware of the bus routes you could take from your home to work?

<table>
<thead>
<tr>
<th>Walking routes from your home to work</th>
<th>Very Aware</th>
<th>Somewhat Aware</th>
<th>Not Aware</th>
<th>Not an Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biking routes from your home to work</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transit routes (e.g. BT) from your home to work</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carpooling/vanpooling options from your home to work</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Barriers

**Page entry logic:**
This page will show when: #15 Question "Have you ever tried traveling to work using another option OTHER THAN DRIVING ALONE?"
30. If you typically drive alone to work, which of these statements do you agree with? (Select all that apply)

- Other options are inconvenient
- Other options are too expensive
- I need a car to run errands
- I need a car in case of emergencies
- Other options are unrealistic due to work hours
- I enjoy having the freedom to arrive and depart whenever I want
- I enjoy the driving/the alone time
- My job requires me to use a car
- I am unaware of other travel options

31. Would you ever consider carpooling or vanpooling to work or school?

- Yes
- No
32. Please indicate why you would never consider carpooling or vanpooling to work or school. (Select all that apply)

- I don’t have a carpool partner
- My work arrival/departure times are constantly changing.
- I lack flexibility in my schedule to carpool.
- I generally work outside of regular hours (Outside of 8 AM – 5 PM).
- I lack information about using carpooling options to travel from my home to school/work.
- I enjoy the driving/alone time.
- I think carpooling is unsafe.

33. Would you ever consider taking the bus to work or school?

- Yes
- No
34. Please indicate why you would never consider taking transit to work or school. (Select all that apply)

- [ ] I have no transit access from where I live.
- [ ] I lack information to use transit to travel from my home to school/work.
- [ ] Transit would take too long for my commute.
- [ ] The transit route that goes to school/work is unreliable.
- [ ] The transit route that passes by my house doesn’t run frequently enough for me.
- [ ] I think taking transit is unsafe.
- [ ] I generally dislike taking public transportation.
- [ ] The transit schedule doesn’t align with my work schedule.
- [ ] I don’t know how to use public transportation.

37. If you have any additional comments, please provide your thoughts below:

Thank You!
Thank you for taking the 2019 Bloomington Transportation Survey. Your response is very important to us. Your responses and data will remain confidential and will only be used for the purpose of the City of Bloomington's downtown transportation and parking planning. Our prize winners will be announced via email by DATE.
Downtown Bloomington

Employee Transportation Survey Analysis

November 2019
Content

• Survey Summary
• General Travel Behavior Questions
  • Employers
  • Mode Split
  • Home Distribution
  • Irregular User of Alternative Transportation
  • Work Arrival and Departure Times
  • Use Alternative Transportation Outside of Work
  • Alternative Mode if Driving Not Available
  • Familiarity with Alternative Mode Options
  • Desire and Interest in Using Alternative Transportation
Survey Summary

• Survey Dates: October 21 – 31, 2019
• Communication Channels: Downtown Bloomington, Inc. and the Bloomington Chamber of Commerce distributed to member employers to distribute to employees.
• Incentives: Visa Gift Card, Apple iPhone Watch, iPad /Keyboard and Pen

<table>
<thead>
<tr>
<th>Category</th>
<th>Count/Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Responses</td>
<td>1,110</td>
</tr>
<tr>
<td>Total Number of Employees</td>
<td>13,000</td>
</tr>
<tr>
<td>Response Rate</td>
<td>9%</td>
</tr>
<tr>
<td>Margin of Error</td>
<td>2.83%</td>
</tr>
</tbody>
</table>
Choose The Mode Of Transportation You Used To **Depart** Home Last Week

*Number of Responses, Percentage of Survey Responses*

<table>
<thead>
<tr>
<th>Day</th>
<th>Drove Alone</th>
<th>Bike</th>
<th>Walk</th>
<th>Carpool/Vanpool</th>
<th>Worked From Home</th>
<th>Misc.</th>
<th>Bus</th>
<th>Total Respondents</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>71%</td>
<td>402</td>
</tr>
<tr>
<td>Monday</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>80%</td>
<td>376</td>
</tr>
<tr>
<td>Tuesday</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>79%</td>
<td>359</td>
</tr>
<tr>
<td>Wednesday</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>78%</td>
<td>351</td>
</tr>
<tr>
<td>Thursday</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>79%</td>
<td>349</td>
</tr>
<tr>
<td>Friday</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>78%</td>
<td>347</td>
</tr>
<tr>
<td>Saturday</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>72%</td>
<td>334</td>
</tr>
</tbody>
</table>

Respondents indicated travel mode for each day of the week (Mon-Sun).
Choose The Mode Of Transportation You Used To Depart Home Last Week

Number of Responses, Percentage of Survey Responses

- Drove Alone, 4,630, 78%
- Bike, 388, 7%
- Walk, 292, 5%
- Carpool/Vanpool, 276, 5%
- Worked From Home, 150, 3%
- Bus, 130, 2%
- Misc., 47, 1%

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

Respondents indicated travel mode for each day of the week (Mon-Sun).
Choose The Mode Of Transportation You Used To Depart Home Last Week

Number of Responses, Percentage of Survey Responses

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

Total Respondents: 1,139
Total Responses: 5,786
Respondents Employer (chart)

Total Respondents: 1,155

- Other Downtown Employer: 34% (385)
- Monroe County: 17% (153)
- City of Bloomington: 14% (93)
- Other non-Downtown Employer: 11% (91)
- Monroe County Public Library: 9% (71)
- Cook/Ivy Campus: 4%
- Bloomington Hospital: 0%
Total Respondents: 1,147
Average Distance to Work

Total Respondents: 1,146

Commute Distance
- Less than .5 Miles
- .5 - 2.5 Miles
- 2.5 - 5 Miles
- 5 - 10 Miles
- Greater than 10 Miles

- Never Drives
- Drives some of the time
- Drives 100% of the time

MEETING THE NEEDS OF A MOBILE SOCIETY
Average Distance to Work

Total Respondents: 1,146
Age

Number of Responses, Percentage of Survey Responses

- Under 18 years old: 0% (1)
- 18-24 years old: 9% (63)
- 25-34 years old: 25% (168)
- 35-49 years old: 30% (279)
- 50-65 years old: 31% (262)
- 66-79 years old: 5% (50)
- 80 years or older: 0% (1)

Total Respondents: 1,138
Pickup Dropoff Child

Number of Responses, Percentage of Survey Responses

Total Respondents: 1,093
Type of Housing

Number of Responses, Percentage of Survey Responses

Total Respondents: 1,092

- Single-family home: 78% (640 respondents)
- Apartment: 19% (204 respondents)
- Townhouse: 14% (108 respondents)
- Duplex: 4% (43 respondents)
- Other: 2% (22 respondents)
- Mobile home: 1% (11 respondents)
Household Income

Number of Responses, Percentage of Survey Responses

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Drives 100% of the time</th>
<th>Drives some of the time</th>
<th>Never Drives</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $20,000</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>$20,000 - $34,999</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>5%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>4%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>3%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>&gt; $200,000</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Total Respondents: 1,060
Educational Attainment

Number of Responses, Percentage of Survey Responses

Total Respondents: 1,085
Have You Ever Tried Traveling To Work Using Another Option Other Than Driving Alone?

*Total Respondents: 844

Asked to people who only drove alone in mode split.*
Have You Ever Tried Traveling To Work Using Another Option Other Than Driving Alone?

*Number of Responses, Percentage of Survey Responses*

- Yes, 335, 40%
- No, 509, 60%

Total Respondents: 844

Asked to people who only drove alone in mode split.
What Form Of Transportation Did You Use? (Select All That Apply)

*Percentage of Survey Respondents*

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpool/Vanpool</td>
<td>28%</td>
</tr>
<tr>
<td>Bike</td>
<td>24%</td>
</tr>
<tr>
<td>Walk</td>
<td>19%</td>
</tr>
<tr>
<td>Bus</td>
<td>16%</td>
</tr>
<tr>
<td>Taxi/Uber/Lyft</td>
<td>7%</td>
</tr>
<tr>
<td>Scooter</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Shuttle</td>
<td>1%</td>
</tr>
</tbody>
</table>

Total Respondents: 324
Total Responses: 535

Asked to people who have tried traveling with an option other than driving alone.
Do You Still Occasionally Travel To Work Using Another Form Of Transportation Other Than Driving Alone?

*Number of Responses, Percentage of Survey Responses*

- Yes, 157, 47%
- No, 178, 53%

Total Respondents: 335
On a scale of 1 – 5, with 1 ranking the lowest and 5 ranking the highest, please rank the following:

The safety of transportation options available to connect to, within, and around Downtown.

- 1: 47% (Very Low)
- 2: 28% (Low)
- 3: 15% (Neutral)
- 4: 3% (High)
- 5: 3% (Very High)

How convenient transportation options are for you to connect to, within and around Downtown.

- 1: 54% (Very Low)
- 2: 29% (Low)
- 3: 2% (Neutral)
- 4: 13% (High)
- 5: 32% (Very High)

The impact that transportation has on your decision to work in Downtown.

- 1: 59% (Very Low)
- 2: 23% (Low)
- 3: 2% (Neutral)
- 4: 10% (High)
- 5: 28% (Very High)
Where do you typically park?

Number of Responses, Percentage of Survey Responses

- Off-Street Private Garage or Lot: 453 (56%)
- Off-Street Public Garage or Lot: 211 (26%)
- On-Street: 141 (18%)

Total Respondents: 805
Which On-Street Zone?

Number of Responses, Percentage of Survey Responses

Total Respondents: 105

- Downtown Parking Zone 1: 31 (30%)
- Downtown Parking Zone 2: 30 (29%)
- Downtown Parking Zone 3: 21 (20%)
- Downtown Parking Zone 4: 17 (16%)
- Downtown Parking Zone 5: 6 (6%)
Which Garage/Lot do you use?

Number of Responses, Percentage of Survey Responses

Total Respondents: 200
What are the reasons you typically park where you do?

Number of Responses, Percentage of Survey Responses

- Company Provided: 47%
- County / City Employ: 27%
- Parking Pass: 9%
- Convenience: 7%
- Medical Issues: 5%
- No Other Option: 2%
- Ivy Campus/IU: 1%
- 4th St Garage Closed: 4%
- Total Respondents: 204
- Total Responses: 523
How frequently do you have to find an alternative place to park?

Number of Responses, Percentage of Survey Responses

- Never: 37% (286)
- Rarely: 33% (258)
- Sometimes: 21% (163)
- Often: 9% (69)

Total Respondents: 776
Alternative Parking: Which On-Street Zone?

Number of Responses, Percentage of Survey Responses

Total Respondents: 95

Downtown Parking Zone 1: 36 (38%)
Downtown Parking Zone 2: 18 (19%)
Downtown Parking Zone 3: 21 (22%)
Downtown Parking Zone 4: 13 (14%)
Downtown Parking Zone 5: 7 (7%)
Alternative Parking: Which Garage/Lot do you use?

Number of Responses, Percentage of Survey Responses

1 (Morton Street Garage) 19 31%
4 (Walnut Street Garage) 14 23%
3 (4th Street Garage) 13 21%
7 (6th and Lincoln Lot) 3 5%
2 (Convention Center Lot)
3 (4th Street Garage) 5 8%
5 (4th and Washington Lot) 3 5%
8 (4th and Dunn Lot) 2 3%
6 (Waldron Hill Buskirk Park Lot) 3 5%

Total Respondents: 62
Arrive at Work (Peak Hour)

Percentage of Survey Responses

Total Respondents: 1,121
Depart From Work (Peak Hour)

Percentage of Survey Responses

- Before Peak: 14% (158 respondents)
- 3:00 PM: 3% (38 respondents)
- 3:30 PM: 3% (33 respondents)
- 4:00 PM: 13% (147 respondents)
- 4:30 PM: 10% (108 respondents)
- 5:00 PM: 25% (275 respondents)
- 5:30 PM: 10% (114 respondents)
- 6:00 PM: 9% (105 respondents)
- 6:30 PM: 3% (33 respondents)
- 7:00 PM: 3% (29 respondents)
- After Peak: 7% (81 respondents)

Total Respondents: 1,121
Do You Use Any Of The Following Transportation Options Outside Of Work? (Select All That Apply)

Percentage of Survey Respondents

Total Respondents: 1,106
Total Responses: 1,925
If Driving To Work Was Suddenly Not An Option For You, What Would Be Your Second Choice?

**Percentage of Survey Responses**

- **Carpool**: 28% (244 respondents)
  - Drives 100% of the time: 25% (95 respondents)
  - Drives some of the time: 7% (69 respondents)

- **Bike**: 17% (95 respondents)
  - Drives 100% of the time: 10% (95 respondents)
  - Drives some of the time: 7% (69 respondents)

- **Bus**: 17% (134 respondents)
  - Drives 100% of the time: 14% (134 respondents)
  - Drives some of the time: 13% (134 respondents)

- **Other (Required)**: 16% (115 respondents)
  - Drives 100% of the time: 14% (115 respondents)
  - Drives some of the time: 12% (115 respondents)

- **Taxi/Uber/Lyft**: 13% (35 respondents)
  - Drives 100% of the time: 4% (35 respondents)
  - Drives some of the time: 4% (35 respondents)

- **Walk**: 7% (34 respondents)
  - Drives 100% of the time: 4% (34 respondents)
  - Drives some of the time: 4% (34 respondents)

- **Shuttle**: 2% (1 respondent)
  - Drives 100% of the time: 2% (1 respondent)

- **Scooter**: 1% (1 respondent)
  - Drives 100% of the time: 1% (1 respondent)

Total Respondents: 960

*Asked to people who only drove alone in mode split.*
How much would parking need to cost PER MONTH before your second commute choice became your more regular choice to get to work?

Percentage of Survey Responses

<table>
<thead>
<tr>
<th>Monthly Cost Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-10</td>
<td>20%</td>
</tr>
<tr>
<td>$11-20</td>
<td>10%</td>
</tr>
<tr>
<td>$21-30</td>
<td>7%</td>
</tr>
<tr>
<td>$31-40</td>
<td>5%</td>
</tr>
<tr>
<td>$41-50</td>
<td>12%</td>
</tr>
<tr>
<td>$51-99</td>
<td>6%</td>
</tr>
<tr>
<td>$100</td>
<td>19%</td>
</tr>
<tr>
<td>$101-199</td>
<td>4%</td>
</tr>
<tr>
<td>$200-299</td>
<td>4%</td>
</tr>
<tr>
<td>$300-399</td>
<td>4%</td>
</tr>
<tr>
<td>$400-499</td>
<td>2%</td>
</tr>
<tr>
<td>$500</td>
<td>3%</td>
</tr>
<tr>
<td>&gt;$500</td>
<td>7%</td>
</tr>
</tbody>
</table>

Total Respondents: 170
How familiar are you with the following routes from your home to work?

**Percentage of Survey Respondents**

<table>
<thead>
<tr>
<th></th>
<th>Biking</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very Aware</td>
<td>Not an Option</td>
<td>Somewhat Aware</td>
<td>Not Aware</td>
<td>Not an Option</td>
<td>Somewhat Aware</td>
<td>Very Aware</td>
<td>Not an Option</td>
<td>Somewhat Aware</td>
</tr>
<tr>
<td>Biking</td>
<td>44%</td>
<td>33%</td>
<td>17%</td>
<td>6%</td>
<td>51%</td>
<td>24%</td>
<td>13%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>492</td>
<td>366</td>
<td>188</td>
<td>65</td>
<td>566</td>
<td>269</td>
<td>142</td>
<td>134</td>
<td>65</td>
</tr>
<tr>
<td>Carpooling</td>
<td>34%</td>
<td>24%</td>
<td>21%</td>
<td>20%</td>
<td>48%</td>
<td>41%</td>
<td>8%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>381</td>
<td>269</td>
<td>235</td>
<td>226</td>
<td>534</td>
<td>456</td>
<td>92</td>
<td>29</td>
<td></td>
</tr>
</tbody>
</table>

Total Respondents: 1,096
Total Responses: 4,384
Bicycle Network Analysis Score

Percentage of Survey Respondents

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Less Stressful</th>
<th>More Stressful</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 10</td>
<td>24%</td>
<td>3%</td>
</tr>
<tr>
<td>25 - 50</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>25-Oct</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>50 - 75</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>75 - 100</td>
<td>6%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Total Respondents: 1,146
If you typically drive alone to work, which of these statements do you agree with? *(Select all that apply)*

**Percentage of Survey Respondents**

- Other options are inconvenient: 18% (523)
- I enjoy having the freedom to arrive and depart whenever I want: 18% (522)
- I need a car to run errands: 16% (478)
- I need a car in case of emergencies: 13% (401)
- I enjoy the driving/alone time: 10% (311)
- Other options are unrealistic due to work hours: 9% (259)
- My job requires me to use a car: 8% (230)
- Other options are too expensive: 6% (165)
- I am unaware of other travel options: 3% (89)

Total Respondents: 778
Total Responses: 2,942
Would you ever consider carpooling or vanpooling to work or school?

Percentage of Survey Respondents

Total Respondents: 778
Please indicate why you would never consider carpooling or vanpooling to work or school. (Select all that apply)

Percentage of Survey Respondents

- My work arrival/departure times are constantly changing: 25% (234 respondents)
- I lack flexibility in my schedule to carpool: 19% (178 respondents)
- I enjoy the driving/alone time: 18% (167 respondents)
- I don't have a carpool partner: 16% (151 respondents)
- I generally work outside of regular hours (Outside of 8 AM - 5 PM): 15% (145 respondents)
- I lack information about using carpooling options to travel from my home to school/work: 4% (42 respondents)
- I think carpooling is unsafe: 3% (32 respondents)

Total Respondents: 433
Total Responses: 932
Would you ever consider taking the bus to work or school?

Percentage of Survey Respondents

37% Yes

63% No

Total Respondents: 777
Please indicate why you would never consider taking the bus to work or school. (Select all that apply)

Percentage of Survey Respondents

- I have no transit access from where I live. 298
- Transit would take too long for my commute. 184
- I generally dislike taking public transportation. 107
- The transit schedule doesn't align with my work schedule. 91
- The transit route that passes by my house doesn't run frequently. 38
- I think taking transit is unsafe. 33
- I lack information to use transit to travel from my home to school. 31
- The transit route that goes to school/work is unreliable. 22
- I don't know how to use public transportation. 17

Total Respondents: 441
Total Responses: 813
Walking time from Home to a Bus Stop / Walking time from Work to a Bus Stop.

Percentage of Survey Respondents

<table>
<thead>
<tr>
<th>Time from Home to Bus Stop / Time from Work to Bus Stop</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Minutes</td>
</tr>
<tr>
<td>5 Minutes</td>
</tr>
<tr>
<td>1%</td>
</tr>
<tr>
<td>17%</td>
</tr>
</tbody>
</table>
Bus Frequency Near Respondent’s Home

Percentage of Survey Respondents

- **Every 30 Minutes**
  - Never Drives: 15%
  - Drives some of the time: 16%
  - Drives 100% of the time: 1%

- **Every 60 Minutes**
  - Never Drives: 17%
  - Drives some of the time: 5%
  - Drives 100% of the time: 0%

- **No Bus Route Nearby**
  - Never Drives: 0%
  - Drives some of the time: 6%
  - Drives 100% of the time: 40%

Total Respondents: 1,146
Open Text Comments

Total Comments: 455
Open Text Comments

Driving/Parking
• Avoids Downtown because parking is “terrible”
• Won’t give up “freedom” of having a car
• Childcare makes a car seem mandatory.
• People who live outside of Monroe County feel they have to other option than do drive.

Transit
• Bus is “difficult” and seems “inconsistent”
• People need more accurate and frequently updated bus information
• Some busses do not run during School breaks, making year round bus commuting not an option.
• Increase Weekend and Late Night Bus Service
• Lack of nearby bus routes makes driving a necessity
• Transferring from one bus to another is not popular.

Walking/Biking
• Walking and Biking, even in downtown, do not “feel safe” College, Walnut, and 3rd Streets in particular. “One-Way Highways”.
• B-Line is popular, there would be support for expansion of similar trails.
• Walking and biking trails can feel unsafe after dark.
• More Bike Racks
## Summary of Findings

<table>
<thead>
<tr>
<th>Section</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Travel Modes</strong></td>
<td>71% of respondents are driving alone to work at least one day a week.</td>
</tr>
<tr>
<td></td>
<td>Overall, 72% of respondents are driving alone every day of the week that they commute to work.</td>
</tr>
<tr>
<td></td>
<td>Biking is the second most common mode, but only makes up 7% of weekly trips.</td>
</tr>
<tr>
<td><strong>Distance to Work</strong></td>
<td>The Majority of workers work within .5 miles of downtown</td>
</tr>
<tr>
<td></td>
<td>Most live 2.5 miles or more outside of downtown, with 15% of downtown employees living greater than 10 miles away.</td>
</tr>
<tr>
<td></td>
<td>They also live largely in lower density, single family homes in areas with a stressful bicycle network and more than a 10 minute walk from a BT stop.</td>
</tr>
<tr>
<td></td>
<td>The majority of employers also live in areas where a bus comes only once an hour, or there is not a bus route at all.</td>
</tr>
</tbody>
</table>
## Summary of Findings

<table>
<thead>
<tr>
<th>Section</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative Modes</td>
<td>40% of respondents have tried an alternative mode of transportation, with a little less than half of those respondents still occasionally using that mode.</td>
</tr>
<tr>
<td></td>
<td>28% of those who have tried an alternate mode, carpooled, 25% biked, and 19% walked. Only 16% took the bus.</td>
</tr>
<tr>
<td></td>
<td>Carpool, Bike, and Bus are the three highest second choice options.</td>
</tr>
<tr>
<td>Parking</td>
<td>For people who drive, Proximity to work and Employer subsidized spaces are the two main reasons for where people park.</td>
</tr>
</tbody>
</table>
Recommendations

• **Employer Sponsored/Subsidized Carpool Programs** in exchange for not driving (pay-out parking benefits) could help shift people towards their second choice (Carpool).

• People are not familiar with carpool options (51% unfamiliar), in addition to subsidized programs, should create **educational programs** explaining the options and provide **carpool matching services**.

• **Parking cash-out in exchange for biking** could also prove popular, given that many people report biking outside of work and biking would be the second choice for 17% of respondents.

• People are aware of their Biking and Walking options, but many live too far away to make this realistic. Especially with stressful bike and pedestrian networks further from the downtown core.

• 34% of people feel transit is not an option, probably due to low frequencies and home distance from stops.