



# Bloomington Transportation Infrastructure Improvement Opportunities

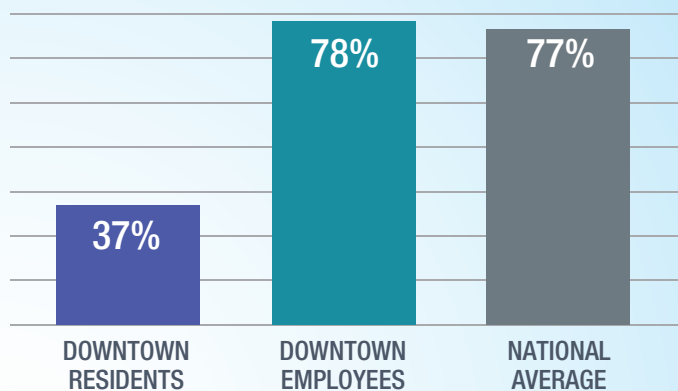
## WHAT WE WANT:

Everyone living in, working in, and visiting Downtown Bloomington to be able to easily get around without a car.

## WHERE WE ARE TODAY:

Downtown Bloomington's multimodal performance is strong!

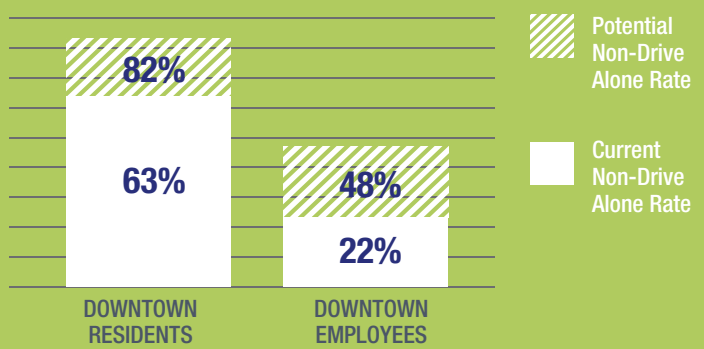
Downtown Bloomington Drive Alone Rate



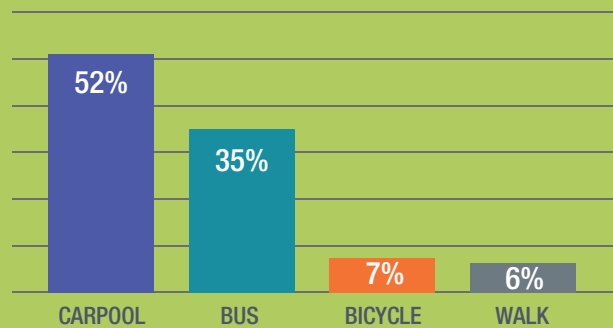
## WHERE WE COULD BE:

Stronger multimodal performance in Downtown Bloomington designed to also alleviate pressure on the parking supply.

Downtown Bloomington Non-Drive Alone Rate  
Potential Based on Available Options



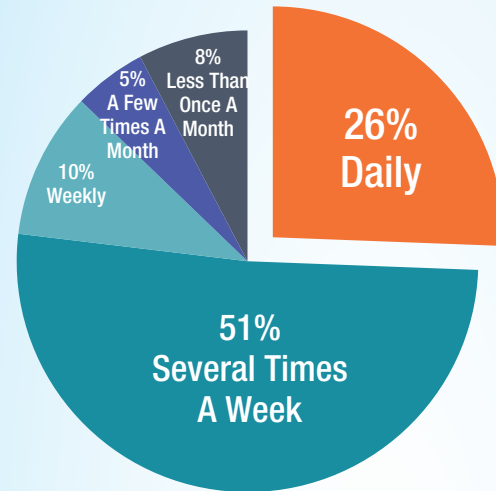
Potential Commute Options  
for Downtown Employees



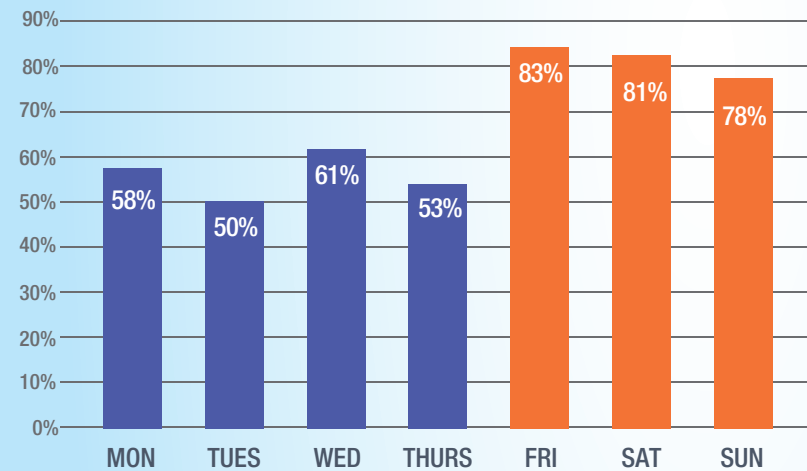
# What's keeping Downtown Bloomington from reaching its potential?

## RESIDENTS ARE PAYING TO PARK/STORE CARS THEY RARELY USE.

Nearly 3/4 of residents surveyed use their cars less than daily.



More residents use their cars on weekends than on weekdays.



The top 4 reasons residents use their cars are NOT related to commuting to work or school!

1. Run Errands



2. Shopping



3. Recreation



4. Travel Out of Town



These trips require convenience: people must be able to go with little to no planning ahead or advanced notice.

## MANY DOWNTOWN WORKERS COULD COMMUTE BY PUBLIC TRANSIT OR BICYCLE BUT ARE CHOOSING NOT TO.



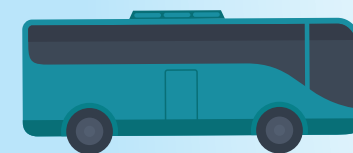
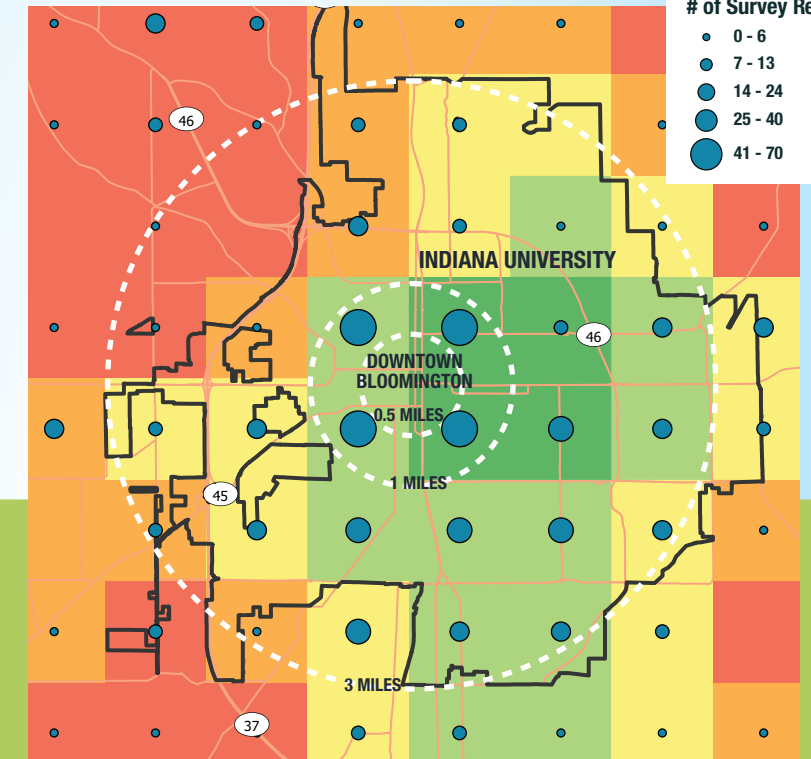
49% of employees live within 3 miles of work and only 7% commute by bicycle.

### WHY NOT COMMUTE BY BICYCLE?

High stress bicycle areas are 7x greater than low stress bicycle areas. There is a direct correlation between current downtown employee bicycle ridership and low stress bicycle areas.

### BIKING SOLUTIONS

Prioritize expanding protected bike lane network in quadrants south and west of Downtown Bloomington.



35% of employees live + work within a 5-minute walk of a bus stop but only 2% are commuting by bus.

### WHY NOT COMMUTE BY BUS?



Buses are too infrequent

- The most frequent neighborhood buses come every 30 minutes, with many routes only once an hour
- In particular, southeast quadrant has infrequent service despite substantial coverage



Buses are not direct

- Routes in southeast quadrant are circuitous and can take a long time to reach downtown destinations
- National studies show that choice riders won't take transit if it takes more than 2 times the amount of time to drive

### TRANSIT SOLUTIONS

**Shorter Wait Times**

Improve frequency on existing routes

**Shorter Travel Time**

- Pilot microtransit in neighborhood with high concentration of downtown commuters
- Establish bus rapid transit on central corridors across downtown to provide more direct access to downtown

## HOW DO WE ADDRESS RESIDENTS' PERCEIVED NEED FOR CARS?



Increase short-term car rental options in Downtown Bloomington.



Promote existing coach bus opportunities to travel out of town without a car.



# Recommendations & Next Steps

## SHORT-TERM ACTION ITEMS

### Expand Carshare: Geographic Reach, Availability, and Affordability

- Allocate 20 car-sharing spaces in Downtown Bloomington, which has the potential to reduce demand for 400 residential parking spaces\*\*
- Guarantee 20 carshare vehicles at a total cost of ~\$600,000 per year
- Encourage households to join carsharing, which has the potential to reduce the number of vehicles owned by member households by almost 50%\*



\*<https://www.accessmagazine.org/spring-2011/impact-carsharing-household-vehicle-ownership/>

\*\*City of Austin, TX Code of Ordinances: § 25-6-478 - MOTOR VEHICLE REDUCTIONS GENERAL (E)(3). [https://library.municode.com/tx/austin/codes/code\\_of\\_ordinances?nodeId=TIT25LADE\\_CH25-6TR\\_ART70REPALO\\_DIV16ERE\\_S25-6-478MOVEERGE](https://library.municode.com/tx/austin/codes/code_of_ordinances?nodeId=TIT25LADE_CH25-6TR_ART70REPALO_DIV16ERE_S25-6-478MOVEERGE)

## MEDIUM-TERM ACTION ITEMS

### Coach Buses

Identify funds to market existing opportunities and promote ridership.

### Dedicated Transit Lanes

Pilot north/south dedicated bus lanes on College Avenue and Walnut Street between 11th and 7th Streets to allow travel outside of auto traffic.

Pilot east/west dedicated bus lanes on 3rd and Atwater Streets between Indiana Avenue and Union Street to allow travel outside of auto traffic.

### 10<sup>th</sup> Street Transit Way

Pilot 10th Street as a transit, bicycle, and pedestrian only corridor between Woodland Avenue and Union Street.



## LONG-TERM ACTION ITEMS

### Dedicated Transit Lanes

Build upon initial bus lane pilots by expanding to additional locations and/or making lanes permanent.

Upgrade high-ridership routes to full service BRT system.

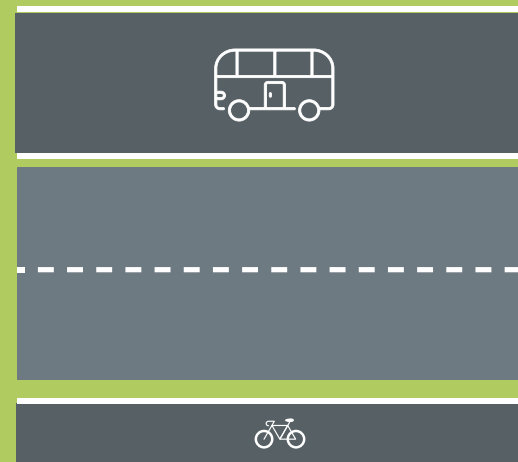
### Microtransit Study

Identify funds to market existing opportunities and promote ridership.

Pilot tech-enabled, dynamic, on-demand, direct service to Downtown from target neighborhoods.

### Protected Bike Lanes

Identify funds to expand protected bike lanes in locations identified in The Transportation Plan.



For questions, or if you're interested in supporting these initiatives, call or email the Planning and Transportation Department at: **(812) 349-3423** | [planning@bloomington.in.gov](mailto:planning@bloomington.in.gov)