



EXECUTIVE SUMMARY CENTRAL INDIANA REGIONAL RURAL & ON-DEMAND TRANSPORTATION STUDY



FINAL REPORT

PREPARED FOR CIRTA

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I. INTRO

The Central Indiana Regional Transportation Authority (CIRTA) Board initiated the Rural/On-Demand Transit Study in February 2009. The purpose of the study is to assist rural/on-demand transit providers in Central Indiana as they improve regional and cross-county transportation opportunities for the general public.

Growth and changes in travel patterns in Central Indiana are impacting demand for rural/on-demand transportation.

- ◆ Passengers are asking all rural/on-demand transportation providers to connect to the public transportation services in neighboring counties.
- ◆ Employers are looking for mobility options to attract a workforce that commutes across county lines.
- ◆ Area leaders are looking for performance outcomes that meet local needs, including attracting employers and other economic development opportunities.
- ◆ Rural/on-demand transportation providers are consistently looking to increase efficiencies and leverage partnerships that will enhance their ability to meet growing demands for multi-county service options.

The strategies and implementation plan included in this study are intended to fit within the grander picture for Central Indiana and to emphasize the role of the rural/on-demand transportation services that are available and necessary in Marion and surrounding counties, including Delaware County. As regional and cross-county transportation needs increase for Central Indiana, the rural/on-demand transportation providers, through this plan, are pro-actively and collectively preparing to be available to meet those needs.

The Executive Summary includes an overview of the plan, including the following topics:

- ◆ Environmental Scan;
- ◆ Regional and Cross-County Transportation assessment of needs, existing conditions, and opportunities;
- ◆ Service Structure strategies and preliminary implementation plans;
- ◆ Operational alternatives that represent methods to begin to streamline the "behind-the-scenes" aspects of operations with varying levels of coordination/consolidation which were accepted by the rural/on-demand transportation providers as a starting point for coordinated transportation;
- ◆ Organizational structures that become progressively more consolidated; and
- ◆ A marketing plan for the new County To County transportation network.

SUMMARY OF RESULTS

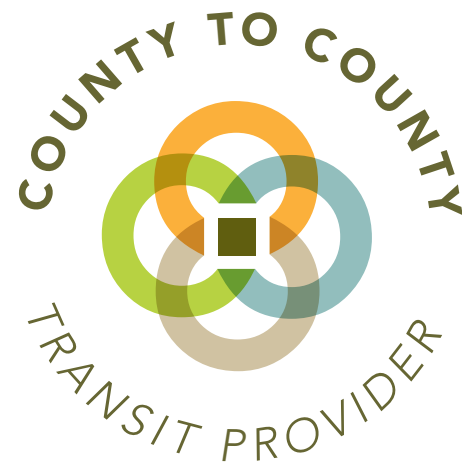
There is a high potential in Central Indiana for effectively streamlining regional and cross-county transportation through the strategies contained herein. Participants agreed to continue with their existing independent organizational structures but to implement services that are coordinated and regional in scope. New cross-county transportation will supplement the existing local transportation service in each county. Initially, the rural/on-demand transportation providers are planning to implement and/or expand formal transfer opportunities with IndyGo.

All participants agreed to the goal of moving toward more formalized trip sharing opportunities for cross-county trips. Incremental implementation of cross-county service is necessary for each participating county and timelines are based on demand, need, and local financial support. Timelines may be different for each county.

All public transportation partners in this project agreed that CIRTAs should be responsible for leading the effort to progressively organize and implement the coordinated operational strategies, and drive the momentum for the individual counties as they implement the regional service strategies. While directors and managers of the participating organizations will continue to focus on transportation operations in their respective counties, they will also work together with CIRTAs to coordinate strategies and implementation timelines that will form a network of public transportation for the region.

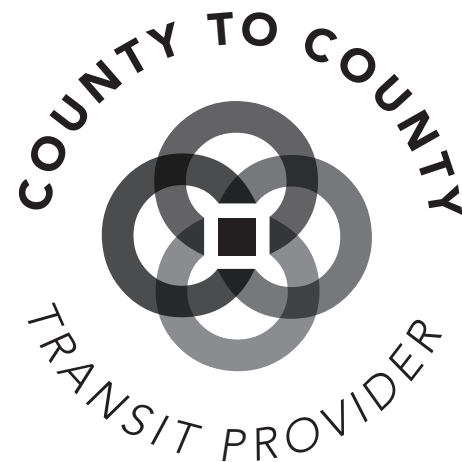
The participating public transportation providers and CIRTAs, together with a local marketing and graphic design expert, developed a logo and brand for the regional and cross-county transportation network. The final logo is provided on the following page. All providers will apply the logo and brand to their system informational materials and outlets (brochures, websites, stationary) so that the public is aware that the regional and cross-county transportation is an option in their respective communities. Rural/on-demand transportation providers have agreed to provide the regional service under their own system names along with the new brand and logo.

County to County Transit Provider LOGO (Final)



This logo was designed around the idea of county to county transit. The square represents a generic county shape as well as providing an implied point from/to which all the lines/color/shapes converge. The four C shapes are arranged to suggest north, east, south and west. The C shapes overlap to illustrate interconnected, seamless motion. Colors were selected to reference sun, sky, earth, and foliage giving the logo an everyday environmental appeal.

The middle square color is a solid color created by combining the mark's orange, blue, brown and green. The colors coming together to form one speaks to the idea of seamlessly working together.



Using the solid square within the mark makes it more agrarian. Not only does it represent north, east, south, west; but "natural." And "natural" can not only be meant as a place (rural), but a process.

Environmental

II. ENVIRONMENTAL SCAN

The Environmental Scan is an analysis and description of Central Indiana's population, demographics, and trip generators. Information is analyzed in terms of the regional political, financial, demographic, and socio-economic trends, ridership and service trends, and public transportation technology for all of the participating counties. It is important to gain an understanding of these general factors from a regional perspective because they pertain to the feasibility of organizing a regional and cross-county transportation structure for Central Indiana.

POLITICAL

METROPOLITAN PLANNING ORGANIZATION AND PARTNERS

Transportation planning in Central Indiana is regional in scope because the transportation needs cross over governmental boundaries and require the cooperation and participation of all levels of government. The Indianapolis Metropolitan Planning Organization (MPO) coordinates its planning efforts with more than 40 planning partners from local, state, and federal levels of government. One of those planning partners is the Central Indiana Regional Transportation Authority (CIRTA). CIRTA is a quasi-governmental organization (Indiana Code 36-9-3) that is working to bring more transportation options to the area to better connect the urban core of Indianapolis with suburban and rural communities in Marion, Hamilton, Hancock, Shelby, Johnson, Morgan, Hendricks, Boone, Madison and Delaware counties. Among its other transportation planning goals, CIRTA is a resource for both public and private organizations that share the common goal of improving the quality of life for those who live and work in the region through alternative transportation options.

RURAL/ON-DEMAND TRANSPORTATION PROVIDERS

The rural/on-demand transportation providers in Central Indiana interact with the Indianapolis MPO and are represented in the boards of directors for regional planning partners. These transportation providers communicate the transportation needs of their county residents to the regional transportation planning organizations and participate in all regional transportation planning efforts.

INDYGO

The largest public transportation provider in the region, IndyGo, provides public fixed route and complementary paratransit transportation within Marion County with limited service into the surrounding counties. IndyGo is progressive in its coordinated regional transportation efforts.

REGIONAL TRANSPORTATION PLANNING

The Indiana Department of Transportation (INDOT) updated the SAFETEA-LU Indianapolis Regional Coordinated Public Transit-Human Services Transportation Plan in 2009. Non-profit organizations,

transportation providers, government officials, and faith based organizations from eight Central Indiana counties participated in the planning process. The organizations agreed on the following coordinated transportation goals to facilitate improved mobility throughout Indianapolis and the region:

- ◆ Improve communication between public transportation providers, non-profit agencies, schools, faith-based organizations, and for-profit companies.
- ◆ Collaborate to improve and increase regional, multi-county, and multi-modal coordinated transportation services.
- ◆ Increase awareness of all new and existing coordinated regional, cross-county, and local public transportation and mobility options.
- ◆ Expand service areas, frequency, hours, and days of existing transportation options.
- ◆ Implement and enhance employment related transportation.
- ◆ Improve safety and accessibility of vehicles, bus stops, and bus shelters.
- ◆ Incorporate new technology and capital.
- ◆ Increase funding for coordinated transportation in Central Indiana.

To address these goals, a series of strategies were developed that require the involvement of the public transportation providers, transportation planning and funding organizations in the region, and the non-profit human service organizations that participated in the planning process. The strategies that directly affect regional and cross-county transportation service include the following:

- ◆ Develop a County-by-County Transportation **Resource Guide**.
- ◆ Hire/Designate a **Mobility Manager**.
- ◆ Develop and operate a **one-stop traveler information center**.
- ◆ **Coordinate driver and staff training** throughout the region.
- ◆ Implement **Express Bus** routes.
- ◆ Implement immediate response, demand response, or route deviation service for **cross-county connectivity**.

- ◆ Establish **transfer centers**.
- ◆ Expand and enhance **carpooling, vanpooling, and guaranteed ride home** opportunities for commuters in Central Indiana counties.
- ◆ Advertise available **park-and-ride lots** and ridesharing opportunities.
- ◆ Establish a **marketing program**.
- ◆ Create and maintain an updated **presentation and brochure**.
- ◆ **Implement** circulator, shuttles, or similar community based transportation routes.
- ◆ Coordinate the use of **Section 5310 vehicles** to implement routes or on-demand service that could serve 2nd and 3rd shift work-related trip purposes.
- ◆ Extend IndyGo fixed routes to provide **job access and reverse commute** service.
- ◆ Create a new Central Indiana **mobility-for-employment program** for individuals with disabilities.
- ◆ Develop **employer-provided** shuttles, ridesharing, and carpooling.
- ◆ Purchase and utilize **scheduling software** for public transportation providers.
- ◆ A more coordinated approach to **increase transportation funding from state and local levels**.

FINANCIAL

Revenue sources for public transportation include local assistance from towns, communities, counties, and public or private contributions, contract revenues, fare revenues, and state and federal assistance. Generally, the trend in operating expenses among Central Indiana public transportation providers (FY 2004-2008) demonstrates an increase in operating costs each year. The increase in total operating costs parallels the increase in overall service levels and an increase in the cost of fuel, labor, insurance, and other factors.

POPULATION AND DEMOGRAPHICS

INDIANAPOLIS METROPOLITAN AREA CURRENT AND PROJECTED POPULATION

The total 2000 population of the Central Indiana region was 1,726,255. The Indiana University Kelly School of Business projects that, by 2030, the population of the region will be over 2.2 million. The

population of each county in the region is projected to increase during the period with the exception of Madison County, which will have a decline in population. The population of Delaware County is projected to decline between 2000 and 2010 but regain to its current level of population by 2030. The population of Hamilton County is projected to experience a 124.04 percent change between 2000 and 2030, the largest increase in population for a single county in the region. Exhibit 1 describes the historical and projected populations and the percent change in for each county.

**Exhibit 1:
Historical and Projected Population, 1990 to 2030**

County	1990 Population	2000 Population	2010 Population Projection	2020 Population Projection	2030 Population Projection	Percent Population Change 2000 to 2030
Marion	797,159	860,454	872,883	915,850	967,547	12.45%
Hamilton	108,936	182,740	301,091	380,611	409,402	124.04%
Madison	130,669	133,358	127,256	124,918	125,728	-5.72%
Johnson	88,109	115,209	142,382	161,585	169,958	47.52%
Hendricks	75,717	104,093	147,906	175,070	190,370	82.88%
Morgan	55,920	66,689	72,073	75,167	77,149	15.68%
Hancock	45,527	55,391	70,536	80,018	82,807	49.50%
Boone	38,147	46,107	58,303	66,186	69,599	50.95%
Shelby	40,307	43,445	43,394	43,415	44,226	1.80%
Delaware	119,659	118,769	115,974	116,738	118,567	-0.17%
Total	1,500,150	1,726,255	1,951,798	2,139,558	2,255,353	30.65%

Source: U.S. Census Bureau, 1990 and 2000 data
Indiana University Kelly School of Business, 2010 through 2030

The map in Exhibit 2 illustrates an analysis of the projected population change by Traffic Analysis Zone (TAZ) for each county in the study area. TAZs are the standard geographical unit used in travel demand modeling, and are generally of small size, which allows analysis of smaller development characteristics. The MPO for each county provided TAZ data for the study. As depicted in the map, significant portions of Hendricks, Hancock, Hamilton, and Johnson counties are expected to experience the most drastic growth.

Portions of each county in the region are projected to experience some level of growth. The areas with yellow shading indicate growth of 10 to 49 percent. Areas that are shaded in white are indicating no growth or decline over the 35-year period. The TAZs that are shaded in green indicate a projected decline in population over the 35-year period of time. It would appear from this map that the population density of the Central Indianapolis urbanized area is projected to decrease over time as people move to the surrounding areas.

