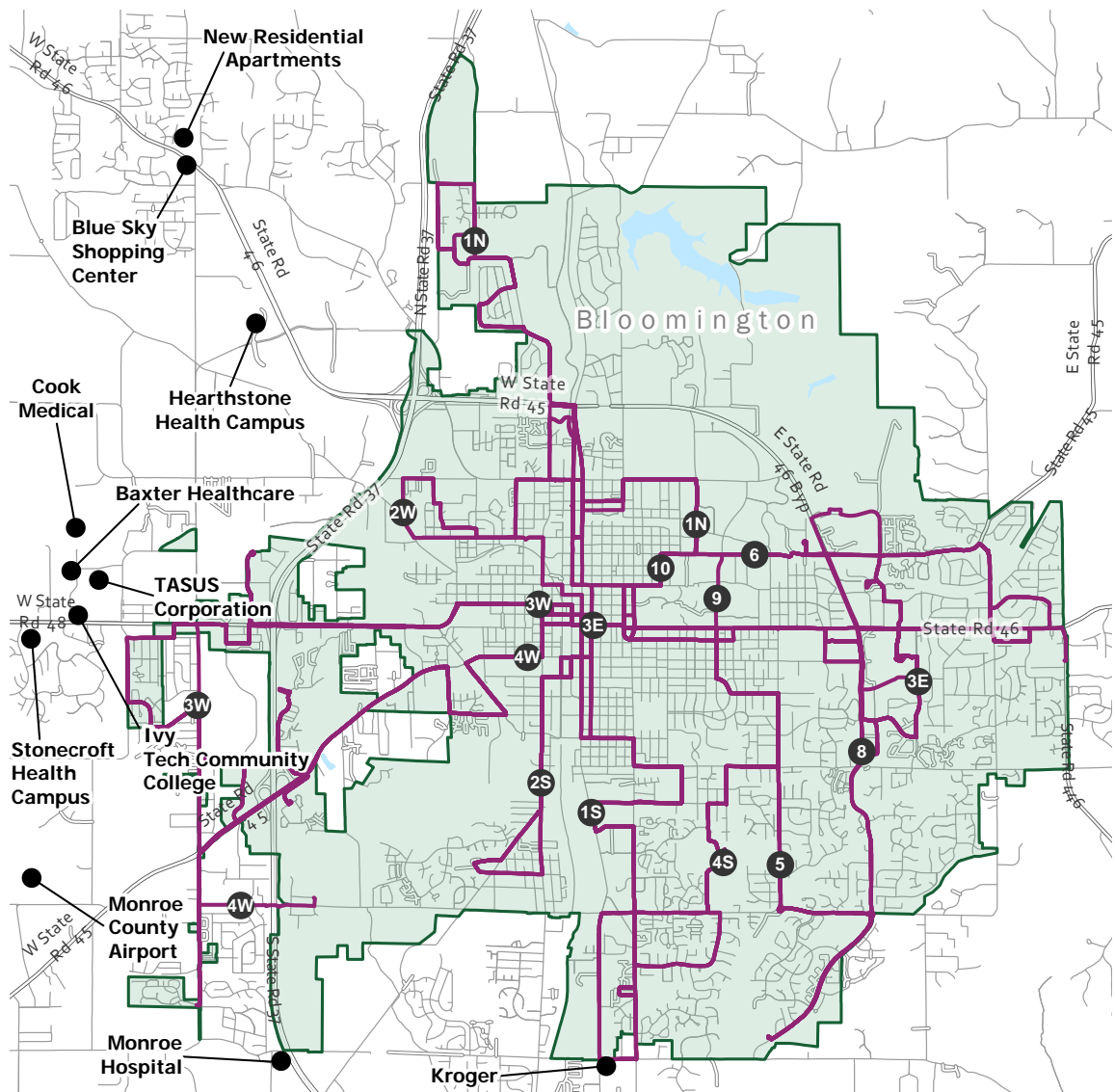


Branching Out to Expand Service

Since BPTC began providing service in 1984, Bloomington has grown and developed considerably, both within the City limits and, increasingly, outside them. Today, major educational institutions such as Ivy Tech, medical destinations like Cook Medical and Baxter Healthcare, and commercial areas like Park 48 lie outside the City boundaries.

While development has spread beyond Bloomington's boundaries, our operations remain restricted within the City limits per the 1982 ordinance that created that agency. In recent years, the City of Bloomington has worked toward annexing some nearby areas, which would automatically expand the area eligible for BPTC service. However, there is uncertainty about whether some areas with high transit suitability and need will be annexed by the City in the coming years. Meeting our customers' travel needs means having the ability to serve destinations outside the City limits, both in the short and long term.

Important Destinations Outside Bloomington City Limits



Goals and Objectives

To realize our mission and vision, we set five overarching goals. Each goal is comprised of two or three objectives. Progress toward each objective can be measured by the key performance indicators presented in the [Performance Monitoring](#) section.



GOAL 1: SERVING CUSTOMERS

Attract and retain customers by providing safe, reliable, high-value, and convenient transportation services.

Objectives

- A. Make service more dependable, convenient, and useful.
- B. Expand service area and work with partners to make our service more effective.
- C. Improve the customer experience.



GOAL 2: INNOVATION

Continually innovate to promote mobility management solutions for the public.

Objectives

- A. Proactively pursue technologies to enhance the customer experience.
- B. Adopt innovative practices that make BPTC more efficient and effective.

GOAL 3: FINANCE AND MANAGEMENT

Operate in a responsible manner that maintains the organization's long-term financial strength and creates effective governance.

Objectives

- A. Use public resources responsibly.
- B. Maintain the long-term financial health of BPTC.
- C. Ensure long-term operational and organizational effectiveness.



GOAL 4: EMPLOYEES

Be an employer of choice by providing a career-based work environment based on a culture of respect, professional and personal growth, and integrity.

Objectives

- A. Invest in employees' well-being and advancement to retain employees
- B. Improve employees' day-to-day work experience
- C. Streamline and advance hiring, onboarding, and training processes



GOAL 5: COMMUNITY AND EQUITY

Contribute to the economic, social, and environmental vitality of the community by equitably providing service to all members of the community.

Objectives

- A. Align service and fees with the needs of people who rely on transit.
- B. Support the region's economic development.
- C. Reduce pollution resulting from BPTC operations.



These goal icons will appear below strategies which support each goal.

INITIATIVE 1:

Partnerships and Engagement

1

The strategies under this initiative relate to our relationships with partners including the City and County government and agencies, Indiana University, the Bloomington-Monroe County Metropolitan Planning Organization, and other entities whose activities are related to mobility.

STRATEGY 1.1

Remove barriers to allow BPTC to provide service throughout Monroe County

GOALS



While the City of Bloomington has grown and developed, our operations remain limited to within the City's boundary. The impact of this constraint is clear: customers, stakeholders, and various studies have repeatedly emphasized the importance providing access to educational institutions (e.g., Ivy Tech); job centers (e.g., Park 48); and shopping centers outside the City limits.

Expanding BPTC's service area would:

- ▶ Provide customers with access to these key destinations (Ivy Tech, Park 48) today.
- ▶ Service other key destinations where growth may occur in the future.
- ▶ Support increased operational integration with Rural Transit (which would be accompanied by a funding partnership per Tactic 1.1.3).
- ▶ Allow BPTC to develop an East-West Rapid Transit Corridor that meets the needs of our community ([Strategy 4.7](#)).

TACTIC 1

Review steps necessary for service expansion and dedicated funding implications

BPTC will work with partners to identify options for the legislative changes necessary to operate outside the City. Staff will identify any necessary changes to governance, cost allocation, and program operations. BPTC can implement service outside the City boundary in phases. Limited expansion can occur without a comprehensive cost-sharing agreement between the City and Monroe County.

TACTIC 2

Develop political and community support for expansion

We will support the legislative process by mobilizing our network of supportive partners. We will work with them to identify actions we can take to further this strategy.

TACTIC 3

Develop partnerships to negotiate and implement cost-sharing framework for expanded service

BPTC will explore opportunities for funding with partners like Monroe County, employers, and educational institutions whose residents, employees, and customers would benefit from service expansion. A stronger external partnership program would provide external stakeholders an opportunity to shape BPTC service and support the expansion of transit service for their constituents.

STRATEGY 4.7

Study and implement East-West Rapid Transit Corridor

GOALS



The \$3.8 million of local income tax funding allocated to BPTC in May 2022 included \$1.6 million for the creation of a new East-West Rapid Transit Corridor. Such a route could feature elements of Bus Rapid Transit (BRT), including designated right-of-way along portions of the route and off-board fare payment. While the initial planning of the new route can begin immediately, it is important that BPTC have authorization to operate beyond the Bloomington City limits before proceeding with costly design and environmental review processes ([Strategy 1.1](#)).

TACTIC 1

Issue Feasibility RFP for BRT

BPTC will issue an RFP in early 2023 to begin exploring the potential costs and ridership of a new East-West transit corridor. The resulting study will help us determine what destinations to serve and provide initial cost estimates. The study's findings will be used to support efforts to authorize service outside the City ([Tactic 1.1.2](#)).

TACTIC 2

Design and environmental review for BRT

Before the East-West corridor can be implemented, we will complete design and engineering, as well as any necessary environmental reviews. As part of this step, BPTC will complete the necessary alternatives evaluation for the corridor, conduct public engagement, and initiate any necessary land procurement.

TACTIC 3

Final design and implementation of BRT

In addition to the construction of stations and protected guideways, BPTC will develop a service launch plan to ensure that the East-West Rapid Transit Corridor operates effectively from day one. BPTC will train operators on the new route and new procedures associated with any bus priority elements of the route. The agency will also create a name and brand for the new service, develop marketing materials, and update the agency's trip planning and bus tracking services.

