**RATIONAL COMPETITIVENESS**

Central Indiana competes with other regions for talent. Many recent graduates and young professionals are choosing their city before they find their job, and they’re often choosing walkable neighborhoods with good transit access.

**ECONOMIC GROWTH**

Young professionals and the businesses that recruit them are both looking for transit-served locations. The 2015 Indianapolis Region Comprehensive Economic Development Strategy (CEDS) survey noted that transit is the biggest challenge as the Central Indiana region seeks to grow quality jobs.\

**VISITORS & NON-DRIVERS HAVE ACCESS**

Seniors looking to downsize and age in place, need good transit to stay mobile. The Region’s over-65 demographic will continue to grow exponentially over the next decade. Other non-drivers who benefit from transit include tourists, young people, and people who can’t drive or don’t have licenses. People without cars can experience major isolation without access to transit, making 15% fewer healthcare trips, 59% fewer shopping trips and restaurant visits, and 65% fewer trips for social, family, and religious activities than drivers do.\

**STRONGER NEIGHBORHOODS**

Good transit stabilizes residential property values, helps redevelopment, and attracts investment. Housing near good public transit is in high demand even during the last recession when residential values performed 42% better when they were located near high quality transit service. A 2012 MPO and MIBOR Realtor Association survey revealed 75% of Central Indiana homeowners say they would prefer to live in suburban mixed-use, walkable urban, or downtown neighborhoods, but more than 80% of homes constructed in Central Indiana are in housing-only subdivisions.\

**PRODUCTIVE TRAVELING**

Distracted driving is on the rise, and convenient transit can provide an alternative for people who prefer to have conversations, do work, or use smartphones while traveling. Americans are driving less, particularly Millennials, who are waiting longer to get their licenses and driving less than their parents did at their age.\

**RETURN ON INVESTMENT**

Transit in Indiana typically returns $3 in economic output for every $1 invested, not including real estate development that good transit service can attract.\

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1. Transportation for America. Aging in Place, Stuck Without Options. 2011.\
3. Sivak, Michael and Brandon Schoettle. “Percentage of Young Persons With a Driver’s License Continues to Drop.” 2013.\
ACCESS TO
Red Line destinations to the south
HOW WE BUILD LOCAL SERVICE

1. CONSIDER THE SEVEN DEMANDS OF RIDERS*

1. It takes me where I want to go.
2. It takes me when I want to go.
3. It is a good use of my time.
4. It is a good use of my money.
5. It respects me in the level of safety, comfort, civility, and amenity it provides.
6. I can trust it to be reliable.
7. It gives me freedom to change my plans.

2. CONSIDER TRADE-OFFS; IDENTIFY NEEDS AND VALUES*

PROTECT TRANSIT FROM CONGESTION?
Run transit in mixed traffic where congestion is high, making reliable operations impossible.

CIVILIZED OR LUXURIOUS?
Define a civilized but not luxurious service that can appeal to the broadest possible spectrum of people.

CONNECTIONS OR COMPLEXITY?
Make connections easy through good facilities and short waits, achieved through frequency or pulses.

TECHNOLOGY: TOOL OR GOAL?
Choose services to fit together as a useful network, then select the right technology for each service.

HOW FAR WILL PEOPLE WALK?
Encourage longer walks to better transit, on good quality sidewalks and trails.

RIDERSHIP OR COVERAGE?
Focus abundant service where ridership potential is high. Offer little service where user potential is low.

ALL-DAY OR PEAK-ONLY SERVICE?
Serve the peak as demand warrants, but build the all-day service that supports low car ownership and more compact urban form.


LOCAL:
- Typically has stops spaced every two blocks consistently along the entire route
- Because of the closely-spaced stops, has the most access, but the slowest trip time
- Amount of time between buses on the same route can vary from 10 minutes to an hour or more.

EXPRESS:
- Typically has only a few stops at each end of a route, and no stops in the middle.
- Has the least access overall and often the best trip time, especially when routes make use of interstates and similar limited access roads.

RAPID:
- Most direct route possible through most active areas
- Stations are spaced ½ to 1 mile for walkable access, frequent service, and good trip time
- The backbone of a transit network; must connect to local routes for a network to be fully useful for people

ON-DEMAND:
- No set routes
- Needed to provide service for people who aren’t able to take regular transit due to age, health, disability, or similar factors
- Door-to-door service; reservation required
- Sometimes available for all residents, like Hamilton County Express, sometimes limited to riders with special needs
- Includes taxis and new services/technology like Uber and Lyft
- Most expensive per rider

find out more by visiting www.IndyConnect.org
COMPETITOR REGIONS INVEST IN TRANSIT

Central Indiana is the 33rd largest U.S. region, but ranks 86th in transit investment. We compete regularly with other regions to attract businesses and grow the workforce. Our competitors invest in transit, most of them for many years now.

Minneapolis, MN
Population: 16th
Transit Investment: 13th

**General:** METRO operates two light rail lines and two bus rapid transit (BRT) lines, with plans for two more BRT lines and light rail extensions. Metro also operates over 200 local bus, limited stop, and express routes, carrying 225,000 trips per day.

**Suburbs:** In 2013 the Red Line opened, connecting to the City of Apple Valley, 10 miles away. The Northstar (rail and bus) connects to St. Cloud, 60 miles away.

**Referendum:** In 2006, the state of Minnesota voted to use at least 40% of the state’s motor vehicle sales tax proceeds for mass transit projects.

Salt Lake City, UT
Population: 42nd
Transit Investment: 24th

**General:** Utah Transit Authority (UTA) opened first light rail line in 1999, which generated more than $7 billion in private investment. UTA has over 140 miles of light rail lines, and carries over 42 million riders per year. 37% of University of Utah students, staff and faculty ride the system daily.

**Suburbs:** FrontRunner service extends 30 miles north of Salt Lake City to the City of Ogden, and 40 miles south to the City of Provo.

**Referendum:** In 2006, voters approved a 0.25% sales tax to fund transit.

Columbus, OH
Population: 36th
Transit Investment: 50th

**General:** Added 40 fixed routes in 2011. Served 18.9 million trips in 2015. The "COTA: NextGen" project is planning for further expansion of transit.

**Suburbs:** The Central Ohio Transit Authority (COTA) service area expanded to include routes to Dublin, OH in 2008.

**Referendum:** In 1999, voters approved a permanent 0.25% sales tax to fund transit. In 2006, voters approved an additional 0.25% 10-year renewable sales tax, up for re-approval in November 2016.

Denver, CO
Population: 18th
Transit Investment: 11th

**General:** FasTracks included six new rail corridors, extensions to three existing corridors, redevelopment of Denver Union Station, and realignment of the bus network. $3 billion injected into local economy and $4 return on every $1 in transit investment over 20 years.

**Suburbs:** The Flatiron Flyer bus rapid transit service connects regionally to Boulder (20 miles north of Denver).

**Referendum:** In 2000, voted to redirect state tax surplus to transit. In 2004, voters approved a sales tax increase of 0.4% for transit.

Other communities considering posting transit-funding referendums in November 2016 include Los Angeles County, CA; Sacramento County, CA; San Diego County, CA; Santa Cruz, CA; Broward County, FL; Hillsborough, FL; Atlanta, GA; Wake County, NC; Franklin County, OH; Hamilton County, OH; Austin, TX; Washington County, UT; Seattle, WA; Spokane, WA.
**RED LINE STATS**

**Vehicle:** Electric Bus Rapid Transit  
**Corridor Length:** 37.5 miles  
- Phase 1 = 13.6 miles  
- Phase 2 = 16.5 miles  
- Phase 3 = 7.4 miles  
**Station Type:** Raised Platform  
**Station Spacing:** 1/3 mile - 2 miles  
**Station Amenities:**  
- Purchase Tickets at the Station  
- Real Time Arrival Information  
- Seating, Shelter, Waste Receptacles, Security  
**Dedicated Lanes:** 20%-30% of corridor  
**Frequency:**  
- Weekday = 10 min.  
- Weekend = 15 min.

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**Red Line Recommendations**  
*Indy Connect | July 2016*

- Recommended Red Line Stations
- Recommended Red Line Route
- Interstates
- Railroad Corridors
- Major Streets
- County Line
- Water
- Parks
- Municipalities

**0 1 2 Mi**
How were the recommendations developed?

Hamilton County’s population is booming; it has been one of Indiana’s fastest growing counties since 1990. Already home to nearly 320,000 residents, Hamilton County is projected to grow by an additional 230,000 residents by 2050.

In July, 2014, the Hamilton County Transit Forum (HCTF) brought together county stakeholders from the government, business, and non-profit communities, and transit experts to explore whether the proposed funding (25¢ per $100 income) was sufficient to create a useful Hamilton County transit network. This began an 18-month process to develop recommendations. The HCTF learned about the basics of transit planning and national best practices, and formed recommendations for governance, routing, and educational programming. They concluded that for Hamilton County to remain economically competitive, recruit and retain a diverse workforce, and meet future population growth, the proposed income tax at 0.25% would be sufficient to provide a useful transit system.

The HCTF agreed that the plan should:

• Connect the community with mobility options (car, bus, rideshare, bicycles, trails, etc.)
• Promote collaboration and cooperation
• Engage as many as possible in planning
• Manage complications of having many jurisdictions
• Plan for resident and business needs
• Learn from other communities and use best practices
• Implement a supportive and flexible plan that can adjust as needed

What are the recommendations of the Hamilton County Transit Forum?

The recommendations closely align with the conclusions of the 2010 Central Indiana Transit Task Force report:

• Meet the need for transit in Hamilton County.
  » By 2050, Hamilton County will have the state’s second largest population. Two large consumers of transit, millennials and seniors, are the fastest growing segments of that population, and both want more transit.
  » Every single national competitor region invests in transit.
  » Strong national data indicates that transit spurs economic growth. A Ball State study indicates that $1 of transit spending generates $3 of economic benefit.
  » Service and health care sectors, especially in a growing region, require steady access to employees. Increasingly that workforce comes from other counties, who need transportation options.

• Don’t wait too long to create a transit system.
  » The longer Hamilton County waits to implement transit plans, the greater the competitive gap will become with other regions, and the greater the burden to link people with Hamilton County jobs.
• **Provide an excellent customer experience.**
  » Adopt a minimum 75% ridership / 25% coverage model to provide frequent service in key corridors.
  » Have clean, well maintained, environment-friendly buses, kiosks, and bus stops.
  » Insist on seamless integration with IndyGo services so that transfers and passes work in both counties for customers.

• **Plan regionally.**
  » Best practices indicate that the most effective and efficient use of transit investment dollars is at the regional level. State law requires that transit be planned and funded locally. The HCTF recommends planning with a regional perspective, implementing at the local level. Careful planning is needed to provide easy transitions at township and county borders.

• **Implement Locally.**
  » Continue to develop a county-wide vision for integrated transit, linking rapid transit lines with major job, retail, recreation, and health centers.
  » Increase funding for Hamilton County Express to improve services for the northern portion of the county (not be served by fixed bus routes).
  » Continue to evaluate opportunities for the Green Line.
  » Clay (Carmel) and Washington (Westfield) townships are in a better position to begin transit implementation because the Red Line is farther along in planning than the Green Line. Therefore:
    - Work with township trustees and advisory boards to certify a referendum for 2016.
  - Gather community input on transit priorities and develop specific bus routes within those townships.
  - Prioritize completion of the Red Line as the backbone for the transit infrastructure.

• **Educate and engage the community.**
  » Implement a robust educational effort to explain the recommendations, solicit feedback and develop transit priorities.
  » Give this information to the Transit Board to create final routes.

• **Create a local Transit Board.**
  » The board, made up of township, municipal and county-wide appointees, will develop routes and monitor a management contract with CIRTA, who will manage a competitive bid process for a service provider for local routes and hold the provider to performance standards. To provide a seamless rider experience, the Red Line’s service operator will be IndyGo, as most of the Red Line runs through Marion County.
  » As other townships join the transit network, they will have appointees to the Transit Board.
  » HCTF looked at seven different management models, interviewed several turn-key operators, and visited the IndyGo maintenance facility to develop this recommendation.
Who are the members of the Hamilton County Transit Forum?

- City of Carmel
- City of Fishers
- City of Noblesville
- City of Westfield
- BMO Harris Bank
- Capitol Assets
- CIRTA
- Community Health Network
- Hamilton County Business Journal
- Hamilton County Government
- HAND, Inc.
- Health by Design
- MPO
- IndyGo
- Invest Hamilton County
- IU Health North/Saxony
- Ivy Tech Community College
- Janus Developmental Services
- MIBOR Realtor Association
- Noblesville Chamber of Commerce
- OneZone
- Partnership for a Healthy Hamilton County
- PrimeLife Enrichment, Inc.
- Riverview Health
- St. Vincent Health
- United Way of Central Indiana

Will there be public input on the transit plan?

Absolutely. Hamilton County is several years behind Marion County in public transportation and hasn’t had time for the same level of public input that IndyGo has conducted on the Marion County plan. While a wide-range of stakeholders developed the Plan, there will be many opportunities for public comment on the overall transit vision, and specific routes, before implementation.

In addition, as each line is developed (local or rapid), there will be opportunities for those directly affected along that route to comment and help improve the Plan. A number of open houses are planned in 2016 and 2017 to discuss the Red Line and local transit routes in Hamilton County.

Who will be the service provider?

The Hamilton County Transit Forum recommends that a service provider be selected through a competitive bid process with the Central Indiana Regional Transportation Authority (CIRTA) serving as the contract management agency. There are a number of turn-key operators, as well as IndyGo, that can provide excellent service. Contracts typically last 10-12 years (the lifespan of most buses).

How will this effect Hamilton County Express Riders?

Hamilton County Express will still be fully operational, and will probably even increase services in the northern section of the county. Riders will have more options with a transit network, but Hamilton County Express will continue as an on-demand service, as it is today.
Who makes decisions on how to spend the transit funds?

The Hamilton County Commissioners and County Council will be responsible for setting transit spending priorities if a county-wide referendum is held. If a township referendum is held, the township board would make spending decisions. In either case, the Hamilton County Transit Forum recommends the establishment of an appointed transit advisory board to assist them. This board would include a mix of transit experts, representatives from the municipalities, and others committed to provide excellent mobility options in the county, to ensure that transit planning is eventually county-wide and regional.

Why do we need a referendum?

The population of Hamilton County is growing, and by 2050 Hamilton County will have the state’s second largest population. Hamilton County has no fixed-route transit, and very limited on-demand transit. Investing in transit will allow Hamilton County to remain competitive regionally and nationally in attracting employers and supporting the workforce.

A new source of funds, dedicated to transit, must be identified if the recommendations in this plan to expand Central Indiana transit are to be implemented.

Central Indiana leaders have known for years that there is a need to increase transit options. In 2010 efforts intensified with business leaders and state legislators discussing ways to develop a stable transit funding source. These conversations led to state legislation in 2014 which created a referendum process to seek transit investment dollars via an income tax in six Central Indiana counties.

What happens if the referendum fails?

Currently the county has no transit network and, without a successful referendum, no network will be developed. Hamilton County Express will continue services, probably at the same level they can provide today, but facing increasing demand. Even now Hamilton County Express has to refuse some trips due to a higher demand than can currently be met. State law allows a referendum to be brought before voters twice within a seven-year period, and only during a general election (every two years). It is very common for such measures to fail the first time, with success on the second voting opportunity.

Didn’t we try this before with the express buses?

The express buses in Hamilton County were non-stop services from park-and-ride locations in Carmel and Fishers to downtown Indianapolis during weekday morning and afternoon hours. Their funding came from federal Congestion Mitigation and Air Quality (CMAQ) grants. These types of grants last for three years and are meant to demonstrate if there is sufficient demand for transit services on lines that are outside the normal service territory for urban transit systems. At its peak, the Carmel express bus had more than 8,000 trips in a month, and averaged nearly 5,000 trips per month.

When the grants expired, they left gaps in operational funding. Had an alternate funding source been readily available, the routes would have continued as they were. Lacking a funding source, the options were to discontinue the line, reduce service, and/or raise fares to offset the cost to operate the route. Over the next few years the number of pick-up times...
was reduced and fares were raised in an attempt to continue operating the route. Due to these changes, ridership on the Carmel Express Bus steadily declined to a low of 1,500 trips in a month, until it was infeasible to continue operating the route.

These routes proved that having a dedicated funding source and providing frequent, convenient service to riders results in higher ridership, and that uncertain funding and inconvenient service lowers ridership.

**What we learned from the Indy Express Bus Service**

» Demand exists  
» Riders are sensitive to costs, with costs no more than $2-3 per trip being optimal  
» Hamilton County riders want high frequency, reliable service  
» A system needs permanent, stable funding

**When will the Green Line be built?**

The Green Line is a rapid transit route that would use the existing Hoosier Port Authority corridor (the “Fair Train” corridor) to connect the region’s two fastest growing areas—southeast Hamilton County (Fishers and Noblesville) and downtown Indianapolis. It is different from other proposed rapid transit lines because it would use a historic, off-roadway railroad corridor, resulting in legally mandated review processes and ultimately extensive construction time. The Green Line could potentially be operational within ten years of a referendum passing (therefore creating a funding source) in Hamilton County.

As a dedicated corridor, the Green Line would be very fast if either light rail or bus rapid transit (BRT) vehicles are used (decision on vehicle type to be made in 2017). However, as a historical line, there are a number of challenges in preparing it for new service:

- The entire corridor is being reviewed to identify historically significant features that must be protected
- Some of the rail bridges are very old, are not likely to meet the standards necessary to use them, and will probably need to be replaced
- Long sections of the route are in poor condition. To use the corridor with light rail vehicles, the rail beds would need to be dug up and reset, with all new track laid (the existing track could not be used). If BRT vehicles are used for the Green Line, the existing rails would be removed and the entire corridor would need to be leveled for a two-way paved bus-only road.
- If a referendum was approved, Indiana State Law currently prohibits the use of those dollars for light rail service.
- The Green Line is involved in a federal environmental review, which requires the evaluation of multiple vehicle types and eventual selection of one type before moving forward.

Open houses will be held in 2017 to assess public priorities on the Green Line.
Why is the Red Line going first?

Phase 1 of the Red Line has been awarded a $75M grant from the Federal Transit Administration, so it is moving faster than other components of the Transit Plan. Phase 1 runs from the University of Indianapolis to Broad Ripple.

The Red Line was selected to be constructed first because data proves it has the best potential for immediate success from a ridership, economic development, and federal funding standpoint. Consider the following, based on projections:

- With job connections considered the most vital indicator of ridership and economic development, the first phase of the Red Line will connect to more jobs than any other rapid transit line under consideration, and more than any other corridor in Indiana.
- The Red Line corridor has a daytime population of 250,000+, making it the state’s densest and most diverse workforce.

Phase 2 of the Red Line continues the line north from Broad Ripple through Carmel and ending near Grand Park in Westfield. Phase 3 continues the line south into Greenwood. The only current possible funding source for Phases 2 and 3 is the transit income tax via successful referendums in Clay (Carmel), Washington (Westfield), and Pleasant (Greenwood) townships.

Who in Hamilton County would be served by the Red Line?

If referendums pass in Clay and Washington townships, the Red Line as currently proposed would provide transit access within walking distance (1/2 mile, generally a 10-minute walk) of the following Clay and Washington Township populations:

- **13.3%** of people*
- **54.8%** of jobs***
- **15.8%** of minority people*
- **28.9%** of households with incomes below the poverty level**
- **22.0%** of households that have at least one person with a disability**
- **18.0%** of seniors, age 65 or over*
- **43.7%** of households without a car**

*2015 ESRI Estimate
**2009-2013 American Community Survey Estimate
***2015 SIC Codes
What is Bus Rapid Transit (BRT) and why is it recommended for some rapid transit lines?

BRT is recommended on some of the proposed rapid transit routes because of its high level of service, reliability, comfort, and convenience, its ability to generate transit oriented development (TOD) where markets are ripe, and because of the more affordable cost when compared to vehicle types that require more expensive infrastructure, like light or commuter rail systems.

Rapid Transit is a specific type of transit service that provides a backbone for a transit system. These routes are complemented by the rest of the local transit network.

Local transit routes are very accessible, with stops every two blocks or so, and have bus stops that range from simple signs to shelters with lights, seating, and trash cans. The vehicles are typically shorter and have on-board fare boxes that allow riders to swipe their transit passes or feed cash into the machine as they enter. By contrast, a rapid transit service has:

- Large, comfortable stations with seating, wind protection, roofs, trash cans, next vehicle arrival information, maps and route information, heating, Wi-Fi, good lighting, and safety features like cameras and emergency call buttons
- Higher station platforms that are level with the floor of the vehicle making it easier and quicker to get on and off the vehicles
- A machine at the station where riders can pay for and receive tickets instead of paying on the vehicle, making it faster to load passengers
- Vehicles that arrive at the stations frequently for less waiting (at least every 15 minutes), and for up to 20 hours per day
- Long, straight routes, often anywhere from 10 to 40 miles or more
- Stations located generally every five blocks apart on a roadway (1/2 mile spacing between stations - could be more space between stations if not on a road, like in a railroad corridor)
- The ability to operate in its own corridor, on a street in regular lanes of traffic, or on an street in dedicated lanes that are physically separated from other roadway traffic
VISIT

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