INDY CONNECT
Education and Outreach for Multi-modal Shakeups
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<AUTOMOBILITY & SPRAWL>

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Central Indiana Transit Task Force
Transit Recommendation
Summary of Public Comments

- Focus on the core bus system – more frequent service and extended hours
- Improve cross-town service and north-south mobility
- Increase access to employment outside downtown
- Extend beyond Marion County
- Keep rail to Airport
- Provide a more efficient, clean and safe public transit system
What is Indy Connect?

• “Umbrella brand name” for the region’s Transportation Planning Process

• Included a number of activities:
  - Update of Long Range Transportation Plan
  - Completion of the Northeast Corridor study (Alternatives Analysis and Draft Environmental Impact Statement)
  - Update to Comprehensive Operational Analysis (Bus Plan)
  - Refinement of region’s bicycle plan
  - Additional Alternatives Analysis on new corridors
Indy Connect Goals

- Connect the dots – bring the region’s transportation planning efforts under one brand name and collective effort
- Educate the public on the proposed long range transportation plan – using the private sector’s plan as a starting point
- Gather public feedback on that plan
- Insure that this was the most robust public involvement effort on this topic ever
- Educate the public on the benefits and opportunities of a multi-modal transportation system
Indy Connect Process

- Launched on February 10, 2010 with large press conference
- Provided 50+ public information meetings throughout the region
- Conducted over 100 face-to-face outreach sessions
- Attended summer festivals and fairs
- Provided numerous feedback opportunities
Timeline

November 2009 – Central Indiana Transit Task Force completes study

November 2009 – February 2010 – Planning for Indy Connect initiative takes place

February 10, 2010 – Indy Connect launches at large press conference at Indianapolis Union Station

February – April 2010 – Intense series of nearly 40 public meetings takes place

May – August 2010 – Additional speaking engagements and participation in summer festivals and street fairs; comment analysis and plan revisions begin taking shape concurrently

September 2010 – November 2010 – Plan is revised and new materials are developed
Timeline

**November 10, 2010** – Indy Connect is re-launched at press event detailing the revised plan.

**November – December 2010** – Nearly 20 additional public meetings and speaking engagements take place on the revised plan.

**December 2010** – Key political and business leaders from the region issue a joint letter supporting transit funding legislation and agree to bring it up during the 2012 legislative session.

**February 2011** – The Indianapolis Regional Transportation Council (IRTC) adopts its 2035 transportation plan that includes the elements of Indy Connect in the long term vision.

**November 2011** – Transit Task Force and regional Mayors announce legislative push for funding legislation.
Feedback Strategies

Website:  [www.indyconnect.org](http://www.indyconnect.org)
- All other forms of communication drove people to the website for more information and to provide feedback
- Interactive map
- Comment form
- Survey-style questionnaires

Facebook page
- 3400+ fans

Twitter Account
- 800+ followers

YouTube Channel
Feedback Strategies

Videos
• Two videos were produced
• Included 3D renderings to help viewers visualize the future transit system
• Used on the website, in social media & to develop 15 second commercials
• Used at public meetings and other speaking engagements to provide a consistent introduction to the plan and process
Collateral - Brochures

• Important to have traditional methods of providing information to ensure the initiative reached the broadest range of residents
• Included mail in card to provide feedback and bi-lingual telephone number
• Produced in both English and Spanish
• Used at public meetings
• Distributed at all public libraries and hundreds of other venues
Feedback Strategies

Paid Media

• Small amount of paid media was used to build brand awareness and drive people to the website for more information.
• 15-second television commercials were produced using 3D imaging of the future system.
• Billboards, print ads and radio ads were also used.
Feedback Strategies

Events

• Summer Festivals
  • Carmel Fest
  • Fishers Freedom Festival
  • Greenwood Freedom Festival
  • INHP Block Parties
  • RibFest

• Indiana State Fair “Indy Connect Day”
  • BRT from Cleveland
  • Booth for each mode of transit
  • Reached 50,000+
  • Brochures, bags, etc.
Feedback Strategies

Targeted Outreach
- Additional efforts made to reach inner-city and minority communities
- Developed Minority Advisory Council (the MAC)
- Outreach to:
  - Local pastors & their churches
  - Barber shops and beauty salons
  - Grocery stores
  - Specific festivals and gatherings

Speakers Bureau
- A number of community volunteers were trained and provided a toolkit to use in their speaking engagements
Feedback Strategies

Earned Media
• Unprecedented amount of earned media in 2010
• Front page stories, op-eds and other features
• Local television newscasts & radio commentators

East-west rail line could boost core

Transit study’s Washington Street proposal seen as way to redevelop older parts of city

By Chris O’Malley
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In parts of Washington Street, you can see them poking through crumbling asphalt—rails that once carried streetcar-like vehicles to downtown from what in the early 1900s were the far-flung suburbs of Marion County.

Many of those suburbs now lay fallow. Residents and businesses years ago moved farther out thanks in part to the rise of the automobile.

But with traffic congestion growing, the idea of sending rail cars zipping down Washington Street—now a far-right-side Cumberland to Indianapolis International Airport route—is making a return.

And the route could offer the best bang for the buck in spurring transit-oriented development.

The Washington Street light rail proposal by the Central Indiana Transit Task Force, which released its long-anticipated report Feb. 10, was a surprise amid what was otherwise a familiar wish list of rail transit projects proposed over the years.

Transit’s potential to spur development and create jobs is key to making the proposed system worthwhile. The estimated $6.7 billion it would cost to build and the estimate $1.07 million in annual operating costs.

The task force report estimates total economic development turn at $27 billion in “additive regional economic output.” And above what could be posted under the current 25-year transportation plan for the area.

Further, it estimates that property values could increase $2 billion, especially along the routes and at

See TRANSIT page 34
Results

• Changed the dialogue from “should” we do something with regard to public transportation to “how and when” should we do it.

• Increased understanding of what expanded transit options could do for the community and what it would cost.

• Letter signed by key political and business leaders stating their commitment to working on this issue in the 2012 legislative session.
Metrics

- Over 10,000 public comments received
- Nearly 100,000 hits to the Indy Connect website
- 3,400+ Facebook fans
- 800+ Twitter followers
Lessons Learned

1. Take your message to the public – don’t expect them to come to you

2. Be thorough and sincere – don’t expect two meetings held at 3:00 in the afternoon in a downtown office building to count as public input

3. Keep your message clear and concise – don’t use technical jargon, acronyms and other language that makes people feel that they aren’t (or can’t be) “in the know”

4. Make sure you know your public and reach out to them in ways that encourage their participation: develop materials in Spanish or other languages, use interpreters where needed, go to their events, help them make the plan “theirs” so that they take ownership
Lessons Learned

5. Work in partnership with your local agencies – the leaders of the Indianapolis MPO, CIRTA and IndyGo worked hard to develop their partnership and make sure they were speaking with one voice and coordinating on all aspects of the planning process.

6. Work with your local media outlets, especially the newspaper. Don’t treat them as the enemy because they can be your biggest asset or your worst nightmare (depending on your approach). You want them to work with you, not against you.

7. Listen, listen, listen and then listen some more before you respond. Let the public provide their comments via any and all methods you can accommodate. Then, show you’ve heard them by responding – not necessarily to every individual comment but to collective themes and specific issues.

8. Finally, have fun! Develop the best, most competent team you can, be passionate about the message, be receptive to new ideas, don’t take the criticism personally and enjoy what you are doing.
Questions?
Websites

Welcome

Sign • Share • Support

1. Sign the petition and tell elected officials you want Hoosier voters to have the opportunity to choose to fund transit initiatives.

2. Ask your company and groups you're a member of (service clubs, neighborhood associations and religious organizations) to pass a resolution showing support. See a sample resolution and those groups that already have passed one here.

3. Get on Board by joining ICAT and staying involved.

Get On Board!
The Indiana Citizens' Alliance for Transit educates on the benefits of transit and advocates for the immediate development and ongoing support of comprehensive transit options in communities across Indiana.

TAKE ACTION! JOIN ICAT!
Websites

Resolutions

The following groups have passed resolutions for support for legislation that would enable referenda addressing local transit funding.

Add your organization to the list by adopting your own resolution. See what other organizations have passed by clicking on their names below, or download a sample resolution you can tailor for your organization. Submit completed resolutions to: info@cirta.us.

Passed resolutions will be compiled and presented to the Indiana General Assembly. Click here for answers to frequently asked questions about legislation that would authorize transit funding referenda. Contact your legislators to ask them to support local options to increase transit funding. Legislators - as well as candidates - need to know that transit is an important issue for their constituents.

- AARP Indiana
- ACLU of Indiana
- Advocacy Council
- Advocates
- American Institute of Architects, Indiana Chapter
- American Institute of Architects, Indianapolis Chapter
- American Planning Association, Indiana Chapter
- Anderson-Monroe Public Transportation Coalition
- Apex Energy Solutions
- Arc of Indiana
- Arc Rehab Services - Boone County
- Binnon Redevelopment & Growth, Inc. (BRAG)
- Bloomington Common Council
- Bloomington Metropolitan Planning Commission

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