

Red Line Transit Impact Study FAQs

Q: What is the purpose of this study?

A: The Indianapolis Metropolitan Planning Organization (MPO) commissioned a study to measure the effects of the Red Line along its 13.1-mile corridor. In 2018, the study analyzed and documented the Red Line corridor’s existing physical, economic, socioeconomic, and demographic attributes to arrive at a baseline. In coming years, the study will be repeated to measure changes to this baseline.

The Red Line is the first of three rapid transit lines in Marion County. While the Federal Transit Administration (FTA) does not require this type of study for projects funded through its Small Starts program – like the Red Line – local leaders determined it would be a best practice. The findings will be useful in guiding future infrastructure projects in Central Indiana.

Q: Who is the intended audience for this study?

A: This study allows community leaders, residents, neighborhood organizations, community development corporations, business owners, public officials, and other stakeholders to better understand the impacts of Central Indiana’s first public investment in bus rapid transit.

Q: Who was involved in this project?

A: The Indianapolis MPO contracted with Minnesota-based planning and engineering firm SRF Consulting to lead the Red Line Transit Impact Study. The Indianapolis MPO worked directly with local partners, including Indianapolis Public Transportation Corporation (IndyGo), the City of Indianapolis and Marion County, and the State of Indiana, to collect datasets relevant to the project.

Indianapolis-based market research firm The McCormick Group conducted public involvement, and Indianapolis-based Aerial Imaging Resources (AIR) documented the Red Line corridor and its surroundings using drone videography.

Q: What geography does this study cover?

A: The study analyzed a ½-mile buffer centered on the 13.1-mile length of the Red Line corridor. This roughly corresponds from the northernmost station at North College Avenue and East 66th Street in Broad Ripple to the southernmost station at the University of Indianapolis, near Shelby and East Hanna streets. Special attention was focused on ¼-mile radii centered on each of the Red Line’s 28 stations.

Aerial drone videography was less precise, but offers a bird’s-eye view of the corridor’s 2018 built environment and land use from an altitude of approximately 360’.

Q: What were the results from the study’s public involvement/survey component?

A: The Indianapolis MPO, in collaboration with The McCormick Group, initiated a two-pronged approach to the public involvement component of the study.

1. **Mailed and online surveys** were provided to approximately 37,000 residences and 4,000 businesses within a ½-mile buffer of the Red Line corridor.
2. **One-on-one interviews** were conducted with community leaders, business representatives, and anchor institutions along the corridor.

Overall, the Indianapolis MPO received 2,614 resident and 470 business employee survey responses, both mailed and online, between December 11, 2017 and January 18, 2018. Ten one-on-one interviews were conducted with neighborhood association and community development corporation representatives in December 2017. Lastly, 18

human resources professionals representing anchor institutions on the Red Line corridor were interviewed in December 2017 and February 2018.

Q: How was this project funded?

A: The Red Line Transit Impact Study was funded 80% by federal funding allocated to the Indianapolis MPO from the U.S. Department of Transportation’s Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) in cooperation with the Indiana Department of Transportation (INDOT) and 20% local match funds from the Indianapolis MPO’s membership, made of cities, towns, counties, and transportation agencies in Central Indiana.

Q: What was the cost?

A: The project cost totaled \$211,600 (\$169,600 FHWA/FTA funds and \$42,000 local match funds).

Q: How were data and measurements for this study determined?

A: The Red Line Transit Impact Study loosely follows FTA guidance to develop its structure and analysis; however, as a voluntary study, this project allowed leeway in evaluating attributes of greatest importance for the Indianapolis MPO and its partners to track and compare over time.

Q: When will the second half of the TIS be conducted?

A: The “after” portion accompanying the Red Line TIS Baseline Report will be conducted at a time yet to be determined. This is typically five years out from the start of operation.