

## Service Evaluation & Design

# **CIRTA RURAL/ON-DEMAND TRANSIT STUDY FOR CENTRAL INDIANA**

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## **CENTRAL INDIANA REGIONAL TRANSPORTATION AUTHORITY (CIRTA)**

The rural/on-demand transit providers of the eight counties that surround Marion (Boone, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Morgan, and Shelby) partnered with RLS & Associates, Inc. to develop a process to evaluate and make recommendations that address the need for seamless travel from urban to rural areas and county to county transit. RLS & Associates identified opportunities for resource sharing among rural/on-demand transit providers looking specifically for economies of scale in purchasing, communications, and technology. RLS also worked together with its subcontractor, PB & J Graphic Designs, Inc, to develop a marketing plan for regional service operations. To accomplish the study goals, RLS assessed the limitations and opportunities for increased service capacity using existing resources, analyzed existing policy and recommend policy changes that will enable increased service capacity of providers (local and state), reviewed procurement practices, and recommended improved marketing and outreach for transit providers. Ultimately, the study will enable the network of transportation providers to provide seamless transportation throughout the Central Indiana region.

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