

# Indiana County Transit Authority (IndiGo) – Route Restructuring



## ***Background***

Indiana County Transit Authority's fixed-route service began in the mid-1980's as a basic "loop" system – the initial fixed-routes were circular and ran on 1-hour headways. As the service expanded to accommodate the needs of customers in the Borough of Indiana and at the Indiana University of Pennsylvania (IUP), the "loop" structure and attendant headways became increasingly difficult to maintain. Finally, in the mid-1990's the Indiana Mall became a central transfer point the route structure began to resemble more of a "hub-and-spoke" type system.

## ***Adjustments***

In 2005, the transit authority received a technical assistance grant from the Pennsylvania Department of Transportation – Bureau of Public Transportation to contract with a consulting firm for a complete route restructuring. A detailed analysis of existing conditions, including rider and non-rider surveys, transit propensity analysis and identification of existing and potential trip generators resulted in the creation of a hybrid "hub-and-spoke"/"pulsed" route structure. The new structure included a central transfer center in downtown Indiana and peripheral primary transfer points at Indiana Mall and on the campus of IUP. The system-wide change was instituted on January 1, 2008. The current route schedules represent this new configuration and are available at [www.indigobus.com](http://www.indigobus.com).

## ***Before and After***

Though overall ridership in the 4 years previous to the 2008 implementation of the new route and service structure was growing at a modest annual rate of about 6%, the restructuring had a dramatic effect. Total ridership on the IndiGo system in FY 2007 was 221,031. Ridership in FY 2008 was 260,817 – a one-year 18% increase. Success breeds success: Partly as a result of operational efficiencies creating surplus resources and partly because apparent increased customer activity leads to greater public confidence, IUP approached IndiGo in 2008 with a proposal to subsidize a large increase in student-oriented service. Agreements were entered into prior to the Fall 2008 term and routes linking student housing and on-campus facilities were initiated. Through the first three quarters of fiscal year 2009, transit ridership on the IndiGo system was up 150% and customer satisfaction as measured by surveys and market research was at an all-time high.