3 | REGIONAL VISIONING PROCESS
A significant component in the long range transportation planning process is the gathering of public and stakeholder input regarding community needs and goals. Federal regulations require the participation of state Departments of Transportation (DOTs) and public transit operators in the long range planning process, and outline a list of federally-defined “interested parties,” which must be provided a reasonable opportunity to comment on the transportation plan. The information provided by the public and stakeholders helps decision makers better understand the issues facing all users of the transportation system, and coordinate regional resources and strategies to achieve the community’s vision.

Public and stakeholder involvement in the development of the 2040 LRTP was encouraged early in the process and throughout plan development using a public outreach plan created specifically for the 2040 LRTP, as well as NLCOG’s adopted Public Involvement Plan (PIP). The PIP, which was adopted on April 9, 2009, outlines the purpose of the public involvement plan – to “foster two-way communication and trust between NLCOG and residents” and ensure that “public participation is an integral and effective part of its activities and decisions” – as well as specific goals, objectives, and requirements for carrying out the public involvement process.

Related specifically to the development of the LRTP, the PIP requires the MPO to 1) provide reasonable access to technical and policy information used in the development of the LRTP; 2) give adequate public notice of public involvement activities; 3) solicit the needs of those traditionally underserved by existing transportation systems; and 4) provide a public comment period of not less than 30 calendar days prior to adoption of the LRTP. All policies and procedures outlined in the PIP were closely adhered to in the development of the 2040 LRTP.

The public outreach plan, created specifically to guide the public involvement process for the development of the 2040 LRTP, went above and beyond the PIP, and outlined a strategic approach to ensuring broad community participation in the long range transportation planning process. The public outreach plan, which is available on the NLCOG website, is divided according to 1) outreach strategies – or the methods for increasing the public’s knowledge of involvement opportunities; 2) participation strategies – or the methods for gathering input from the public and stakeholders; and 3) evaluation strategies – or the methods for evaluating the effectiveness of the public participation process.

The gathering of public and stakeholder input informed several key phases of plan development, including 1) the development of a community vision; 2) the identification of needs in the region; 3) a review of the technical analyses performed as part of plan development; and 4) a review of the draft plan. At each of these stages of plan development, the public was invited to provide feedback through a variety of meeting formats and activities tailored specifically to the information
needed from the public and how the information would be used in the development of the plan. Additionally, NLCOG maintained a website, NLCOG Listens, which provided a forum for ongoing participation in the plan development process. The following section describes in detail the public outreach and participation efforts undertaken by the MPO, in accordance with its adopted PIP and the public outreach plan, to fulfill federal requirements and generate broad community support for the 2040 LRTP.

Visioning Workshops
To kick off the development of the 2040 LRTP and cultivate a vision to guide the long range transportation planning process, a series of five public visioning workshops were conducted between September 23, 2014 and October 2, 2014. The primary objective of the visioning workshops was to initiate a dialogue with the public regarding 1) their thoughts on the current state of the transportation system in the region; 2) how their needs related to transportation may change over time; 3) what growth patterns are likely in the future and how they might impact the transportation system; and 4) what factors the MPO should regard as the most important in evaluating transportation improvements for inclusion in the 2040 LRTP.

The five workshops were held at locations across the region to maximize participation and ensure all citizens in the study area were provided a convenient opportunity to attend a workshop. Meetings were held in both urban and rural locations in Bossier and Caddo Parishes. Consideration was given to locations that could be reached by public transportation, as well as those that were ADA compliant. Furthermore, meetings were offered both in the evening and during the lunch hour. NLCOG also hosted materials from the visioning workshops on NLCOG Listens, a website maintained by the MPO to disseminate information and solicit feedback from the public on several ongoing projects, including the development of the 2040 LRTP. To the extent practicable, individuals were able to participate in the same activities online that were conducted at the visioning workshops. Meeting dates and locations are shown in Table 3-1.

Table 3-1: Visioning Workshop Locations

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bossier Civic Center</td>
<td>620 Benton Road, Bossier City, LA</td>
<td>September 23, 2014</td>
</tr>
<tr>
<td>Shreve Memorial Library</td>
<td>424 Texas Street, Shreveport, LA</td>
<td>September 24, 2014</td>
</tr>
<tr>
<td>Broadmoor Baptist Church</td>
<td>4110 Youree Drive, Shreveport, LA</td>
<td>September 25, 2014</td>
</tr>
<tr>
<td>Bossier Parish Library, Benton Branch</td>
<td>115 Courthouse Drive, Benton, LA</td>
<td>September 30, 2014</td>
</tr>
<tr>
<td>Vivian Events Center</td>
<td>625 Park Drive, Vivian, LA</td>
<td>October 2, 2014</td>
</tr>
</tbody>
</table>
Feedback provided by the public during the visioning workshops indicated that residents in the region see a need for more transportation options, including safe bicycle and pedestrian facilities and expanded public transit services. Participants emphasized the role of these modes in addressing the needs of older adults and people with disabilities, who are not presently served well by the existing transportation system. Several roadways in need of completion or improvement were identified by participants, as well as issues related to congestion, safety, and pavement quality. In terms of future growth, participants identified Bossier City, particularly north Bossier City, and the cities of Benton and Haughton as likely high growth areas. However, the challenges of sprawling development patterns and their impact on traffic, as well as the future vitality of downtown Shreveport, were a concern for many participants.

**Bicycle and Pedestrian Facilities**
Participants cited the need for better bicycle and pedestrian connections between Shreveport and Bossier City and discussed the potential for the presence of bicycle and pedestrian infrastructure to drive redevelopment in north Shreveport. The Highland neighborhood was identified by participants as a priority neighborhood for bicycle and pedestrian facilities. In addition to on-system bicycle and pedestrian improvements, participants also voiced approval for expanded trail and greenway options, citing North Bossier Park as a good example. The Red River Greenway was described by participants as being too narrow to serve both recreational users and those that use the greenway to travel between destinations. Participants noted that greater bicycle connections to and from the greenway would make it a more viable option for commuters. King’s Highway and Youree Drive were identified as particularly dangerous roadways for both cyclists and pedestrians, especially where there is high pedestrian traffic near LSU-Shreveport.

**Public Transportation**
In general, participants felt that public transportation services, in terms of service hours and system coverage, should be expanded, particularly in Bossier City (a park-and-ride facility was specifically mentioned as being needed in Bossier City), Benton, in the southeast portion of the region between I-49 and Louisiana State Highway 1, and in the more rural regions of both Parishes. Connecting residents to major shopping centers, food establishments, employment centers, and casinos (particularly during off-peak hours) was cited as needing consideration in the development of transit routes, schedules, and stop locations. Participants identified the U.S. Highway 171/ Mansfield Road corridor, south of Louisiana State Highway 3132/Inner Loop Expressway, as a good candidate for increased public transportation services.

**Roadways and Congestion**
During group discussions, participants identified several roadways in need of completion, including Interstate 49 (I-49), Swan Lake Road, Highway 3132, and the future sections of Interstate 69 (I-69) designated to travel through both Bossier and Caddo Parish. Participants believe that completing these roadways will relieve traffic congestion on other roadways. Other roadways identified as needing upgrades include: Kings Highway, Line Avenue, Youree Drive, and Barksdale Boulevard. Participants also expressed the desire for
improved roadway pavement conditions, feeder roads from highways to promote local businesses to passersby, and additional bridges between Shreveport and Bossier City.

Swan Lake Road in Bossier Parish and Youree Drive, south of East 70th Street where there is considerable commercial development, were both identified as congested corridors during the group discussions. In Bossier City, participants were concerned about the congestion potential caused by new housing developments under construction near churches, along with the current and anticipated traffic near popular shopping destinations on Airline Drive. Participants also recognized the growth occurring in the Town of Haughton, and the resulting congestion where vehicles must cross railroad tracks and the two-lane Clarke Bayou Bridge to access schools. Generally, issues related to traffic congestion at railroad crossings, particularly in Bossier City which does not have elevated roadways like those in Shreveport, was cited as a concern, especially with freight movement by rail projected to increase over time.

**Growth Patterns and Economic Development**

Participants identified several major employers in the region which may spur future population growth and economic development, including Barksdale Air Force Base, Benteler Steel, and the Cyber Innovation Center. Downtown revitalization was mentioned as a priority in Shreveport, for example, with the Shreveport Commons project, and participants noted the likely attractiveness of the Highland neighborhood if downtown revitalization efforts are successful. However, participants anticipate most future growth in Shreveport to occur in the southern and southeastern portions of the city. Participants in Bossier City do not anticipate future growth in the downtown region due to poor roadway conditions and substandard schools.

A complete listing of the comments received during the public visioning workshops and online, as well as the corresponding images of the annotated maps used to facilitate group discussions, is included in the Technical Supplement.

**Evaluation Criteria**

Due to funding shortfalls and constrained budgets, the number of needed transportation improvements is likely to exceed available funding. Therefore, it is important for the MPO to have a clear understanding of community priorities on which to base the evaluation of projects for inclusion in the 2040 LRTP. Projects will be evaluated by NLCOG based on the results of the technical analyses performed as part of the update to the 2040 LRTP, other regional plans and studies, and feedback from the MPO’s planning partners. A component of that feedback includes the scoring and ranking of projects according to evaluation criteria.

MAP-21 requires the long range planning process to address eight federally-mandated planning factors. These planning factors, which are described in detail in Chapter 1, were used as a basis for developing evaluation criteria. The criteria were further expanded to address additional regional goals and objectives. Figure 3-1 lists the evaluation criteria and their definitions.
During the public visioning workshops, participants at the meetings and online were asked to provide their feedback on which of the criteria should be the most important in determining projects to be included in the 2040 LRTP. The results of the exercise were considered in conjunction with the outcomes of the technical analyses and feedback from the MPO’s planning partners in developing the prioritized list of projects for inclusion in the 2040 LRTP. Table 3-2 shows the final ranking of the evaluation criteria according to feedback from the public, which emphasizes the importance of increasing multi-modal options, and improving safety and quality of life in the region.
Table 3-2: Final Evaluation Criteria Ranking

<table>
<thead>
<tr>
<th>Final Rank</th>
<th>Evaluation Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Increase multi-modal options</td>
</tr>
<tr>
<td>2</td>
<td>Improve safety</td>
</tr>
<tr>
<td>3</td>
<td>Improve quality of life</td>
</tr>
<tr>
<td>4</td>
<td>Connect modes of travel</td>
</tr>
<tr>
<td>5</td>
<td>Improve access</td>
</tr>
<tr>
<td>6</td>
<td>Support economic goals</td>
</tr>
<tr>
<td>7</td>
<td>Increase connections</td>
</tr>
<tr>
<td>8</td>
<td>Reduce congestion</td>
</tr>
<tr>
<td>9</td>
<td>Promote efficiency</td>
</tr>
<tr>
<td>10</td>
<td>Conserve energy</td>
</tr>
<tr>
<td>11</td>
<td>Protect the environment</td>
</tr>
<tr>
<td>12</td>
<td>Support land use goals</td>
</tr>
<tr>
<td>13</td>
<td>Preserve rights-of-way</td>
</tr>
<tr>
<td>14</td>
<td>Improve security</td>
</tr>
</tbody>
</table>

Open Houses
A second round of public meetings was held in June 2015 to give the public an opportunity to review the results of the first round of public meetings and demonstrate how that information was used to inform the subsequent technical analyses. The meetings, which followed an open house format, were held between June 16th and June 18th, 2015 at three different locations throughout the region, as shown in Table 3-3. An open house format does not include any facilitated activities. Instead, participants were invited to view a series of meeting exhibits, ask questions, and provide feedback at their convenience. The meeting exhibits were also hosted on the NLCOG Listens website, and online participants were able to provide comments.

Table 3-3: Second Round Open House Locations

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bossier Civic Center – Bossier City</td>
<td>620 Benton Road, Bossier City, LA</td>
<td>June 16, 2015</td>
</tr>
<tr>
<td>First United Methodist Church</td>
<td>Shreveport</td>
<td>June 17, 2015</td>
</tr>
<tr>
<td>Broadmoor Baptist Church</td>
<td>4110 Youree Drive, Shreveport, LA</td>
<td>June 18, 2015</td>
</tr>
</tbody>
</table>

The main objective of the second round of public meetings was to provide the public with balanced and objective information to assist them in understanding the planning process to date and provide additional guidance. Information presented to the public for their review and feedback included 1) goals and objectives; 2) population and employment projections; 3) the analysis of bicycle and pedestrian conditions, public transportation services, and crash hotspots in the region; 4) an explanation of the alternative growth scenarios that will be examined later in the LRTP development process; 5) the ranked evaluation criteria from the visioning workshops and online participation; and 6) an explanation of how the final plan will be evaluated in terms of its impacts on the environment and quality of life.

The Technical Supplement includes a complete summary of the comments received during the open houses.
Draft Plan Review
Prior to final adoption of the 2040 LRTP, citizens of the region were given another opportunity to review and provide feedback on the draft 2040 LRTP. The 30-day public review and comment period began following TPC adoption of the draft plan, in accordance with the MPO’s adopted PIP. Members of the public were invited to ask questions and make comments regarding the draft plan. The comments were reviewed by NLCOG to determine whether a significant number of oral or written comments were received, which would require the MPO to summarize, analyze, and report on the disposition of comments as part of the final plan.

The final list of comments received during the review period are documented in the Technical Supplement.

Stakeholder Consultation
In addition to gathering input from the general public through visioning workshops, open houses, and the NLCOG Listens website, local stakeholder groups were consulted early in the process to aid in the development of the 2040 LRTP. Individuals representing 26 stakeholder groups throughout the region were interviewed between September and October 2014, as well as throughout the LRTP development process. The complete list of participants is shown in Table 3-4.

<table>
<thead>
<tr>
<th>Stakeholder Groups</th>
<th>Agency and Business Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Group</td>
<td>Volunteers of America of North Louisiana, Caddo Community Action Agency, Catholic Charities of Northwest Louisiana, Family Helping Families, Hope for Homeless, United Way, Barksdale Forward</td>
</tr>
<tr>
<td>Governmental Agency</td>
<td>Bossier City Metropolitan Planning Commission, Shreveport Metropolitan Planning Commission, Bossier Parish Police Jury</td>
</tr>
<tr>
<td>Traffic Management</td>
<td>Bossier City – Engineer, City of Shreveport – Engineer, Beast Engineering, LLC</td>
</tr>
<tr>
<td>Historic Preservation</td>
<td>Shreveport Historic Preservation Commission, Highland Restoration Association</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>SporTran, New Horizons</td>
</tr>
<tr>
<td>Bicycle</td>
<td>Local Bicyclists</td>
</tr>
<tr>
<td>Economic Development</td>
<td>Shreveport Chamber of Commerce, Bossier City Community Development, City of Shreveport Community Development, Downtown Development Corporation</td>
</tr>
<tr>
<td>Emergency Response &amp; Transportation Safety</td>
<td>Caddo Parish Sheriff’s Office, Caddo Parish Communications, City of Shreveport Police Department</td>
</tr>
<tr>
<td>Environmental Protection</td>
<td>Sierra Club</td>
</tr>
</tbody>
</table>
Roadways
A major topic for many of the stakeholders was the Interstate 49 (I-49) and the Inner-City Connector project in Shreveport. Some felt that expanding the highway would benefit commerce and enhance the connection to Texarkana. Others were concerned about the lack of a final alignment, which may result in delays in the redevelopment of the Allendale and Ledbetter Heights neighborhoods. Opponents of the connector project cited the potential for the highway to separate neighborhoods from downtown Shreveport and to bisect the St. Paul’s Bottom neighborhood. Additional roadway concerns included poor pavement quality and the need for an expansion of the Jimmie Davis Bridge.

Several congested roadways were identified during the consultation interviews, including:
- Benton Road;
- Airline Drive;
- North Market Street;
- Youree Drive;
- Line Drive;
- Bert Kouns Industrial Loop;
- Jimmie Davis Bridge; and
- King’s Highway.

Common causes for congestion were identified as: traffic near schools and shopping centers, inefficient traffic signal cycles, and a lack of capacity to accommodate the amount of vehicles that travel on the Jimmy Davis Bridge. At-grade railroad crossings were also called out as a contributor to congestion, particularly where trains cross major roadways causing traffic to back up, particularly during peak travel times.

Safety and Security
Multiple safety concerns were discussed during the consultation meetings. Stakeholders discussed their concerns related to deteriorating roadway surfaces resulting from the heavy vehicles traveling on local roadways. Poor pavement conditions were mentioned as being hazardous to pedestrians, especially older adults and individuals with disabilities. Debris on the roadway was also identified as posing safety risks. Stakeholders stated that speeding drivers and drivers who ignore traffic signals and signage are prevalent in the region, including downtown Shreveport.

Security concerns were also discussed, namely the lack of connections between Shreveport and Bossier City, where travel is restricted to a small number of bridges and the use of Interstate 20 (I-20) and Interstate 220 (I-220). Stakeholders felt the lack of connections has the potential to cause evacuation issues in the event of an emergency. Participants also mentioned security concerns related to Barksdale Air Force Base. It was noted that the base’s primary exit route crosses a rail line, which restricts movement to and from the base and can result in congestion when trains are passing. Additionally, stakeholders discussed concerns related to the fact that many gated communities in the region only have one entrance/exit point, which can result in chokepoints. Additional issues stakeholders were concerned with regarding safety and security included:
- Insufficient lighting on roads;
- Poor signal timing for vehicles and pedestrians;
- Confusing one-way streets; and
- Dangerous intersections, such as Spring Street and Lake Street.

Mobility and Accessibility
Travel between rural and urban areas was the most common concern related to mobility and accessibility. For younger children, older adults, individuals with disabilities, and disabled veterans travel within and from rural parts of the region to the cities of Bossier City and Shreveport can be very difficult. Stakeholders pointed out that there are few options for these groups besides personal vehicles. Many rely on
family or friends to get around. Other groups identified as facing barriers to mobility include workers, tourists, and those needing medical-related transportation that either cannot drive or do not have access to a personal vehicle. Stakeholders also discussed the difficulty of reaching destinations outside the MPO study area, and the need for expanded services at the Shreveport Regional Airport, as well as a desire for Amtrak rail services to Dallas and east of the region.

Some stakeholders mentioned their clients felt unsafe crossing roadways to catch the bus. Other identified public transportation deficiencies included:

- Neighborhoods (Cedar Grove, Greenwood, and Spring Lake) in Shreveport that have few stops within walking distance or stops with shelters;
- Lack of rural access (some would like to see twice-a-week service for individuals outside of Shreveport and Bossier City);
- ADA-accessible transit for individuals with physical disabilities; and
- Lack of taxi services within the region.

Stakeholders also indicated a desire to see additional public transportation options in the region such as streetcars or passenger rail service.

**Public Transportation**

Regional public transportation services were generally discussed favorably. Stakeholders expressed excitement for SporTran’s pending move to a new intermodal transfer center, which will also be utilized by Greyhound. Stakeholders acknowledged the importance of having public transportation in the region, but also identified areas within Bossier and Caddo Parishes that are currently not served by SporTran.

Although SporTran has extended service hours and expanded its service area, stakeholders indicated that additional service is needed to accommodate workers on late shifts and those who need to reach employment centers not currently located near a transit route. There was a perceived disconnect among stakeholders between transit and jobs. The port was cited as an example of a growing economic base that is currently inaccessible via public transportation.

Bicycle and Pedestrian

Stakeholders expressed optimism over recent bicycle and pedestrian improvements, including increased opportunities for cycling between downtown Shreveport and Shreveport Commons, rails-to-trails conversions, and more accessible sidewalks for individuals with disabilities. Despite the recent developments, stakeholders are still concerned about infrastructure deficiencies, safety, and a lack of advocacy for bicycle and pedestrian interests and concerns.

Stakeholders noted the need for more dedicated bike lanes, increased connections, and better sidewalk coverage. Currently, there are a small number of bike lanes and trail connections throughout the region, especially to Barksdale Air Force Base, and between Shreveport and Bossier City. In addition, stakeholders would like to see more pedestrian connections to downtown Shreveport and to shopping destinations in Bossier City.

Stakeholders discussed a variety of concerns regarding the quality of existing pedestrian
Sidewalks were described as overgrown and non-continuous in some neighborhoods, which impair mobility for individuals in wheelchairs and create hazards for pedestrians. Stakeholders noted that poor sidewalk conditions in the region has resulted in many individuals being forced to walk or use wheelchairs on roadways, thereby increasing the potential for accidents involving vehicles. Safety concerns were also expressed for the region’s cyclists, who ride on roadways without the protection of dedicated bicycle lanes (aside from bicycle “sharrows” painted on select roadways), especially on North Market Street, Youree Drive, and King’s Highway. Poor pavement conditions were also identified as the cause of many bicycle accidents.

Stakeholders generally felt that elected officials have not addressed their concerns related to the quality and lack of non-motorized transportation infrastructure, and voiced a desire to see bicycle and pedestrian facilities more frequently considered as part of roadway projects, rather than separately or reactively.

**Passenger Air and Rail**
Several stakeholders expressed concerns with passenger air travel, including: high fares, the lack of direct flights, few transportation options to and from the Shreveport Regional Airport, and the lack of a precision landing system at the Shreveport downtown airport, which would allow for an increased number of flights. Additional interregional travel concerns expressed by stakeholders included: the desire for Amtrak service, the extension of State Highway 3132 to the port, construction of I-69, and the addition of a low-cost air carrier to the airport.

**Freight and Intermodal Transfer**
Stakeholders regarded the port and the airport as vital to the regional economy, and anticipate the port to become even more important as new businesses locate in the vicinity. Benteler Steel, which is located at the port, and Libby Glass were both identified as expanding industries that will likely increase the amount of freight traffic in the region. Barge traffic is also expected to grow, and increasing the channel depth from 9 to 12 feet could provide enhanced economies of scale for barge shipments.

Stakeholders also anticipate freight movements to increase on roadways and railroads in the region. The junction of two Class A railroads located in the area makes the region a significant corridor for freight travel. In addition to freight movement by rail, truck traffic on I-20 is expected to increase. Some stakeholders felt that I-49 and the Inner City Connector projects would provide additional freight travel options once completed.

**Economic Development**
Stakeholders identified several growth areas in the region where new industries are developing and/or housing is being constructed. These areas include both north and south Shreveport and north Bossier City. There were concerns about the lack of parking in downtown Shreveport and Bossier City, and stakeholders expressed concern that inadequate parking could be a major hindrance to growth in these areas. Stakeholders indicated that there is demand for housing downtown and developers wish to build in the area, however parking limitations have negatively impacted the development process. Stakeholders feared that rather than absorbing the cost of constructing needed parking garages, developers are more likely to develop in other areas or not build at all.
Historic Preservation
Stakeholders noted that there are six historic districts and two cemeteries in Bossier and Caddo Parishes that are listed on the National Register of Historic Places. Concerns related to historic preservation included the fact that many of these sites and neighborhoods have a large number of vacant buildings and are not accessible by public transportation or by pedestrians. Stakeholders felt that improving the accessibility of these areas by pedestrians and public transit may encourage the restoration or redevelopment of these areas and increase regional tourism.

Environmental Protection
Stakeholders expressed concern that transportation infrastructure is not being constructed with the appropriate environmental considerations. Air and water quality were among the top concerns discussed during the consultation meetings. According to stakeholders, air quality in the region is nearing the Environmental Protection Agency’s (EPAs) defined pollutant levels despite the fact that there is limited presence of heavy industry in the region. Vehicles were identified as the main cause for the elevated air pollution levels. There was a desire among stakeholders for better municipal coordination to mitigate negative impacts on air quality.

Regional water quality was also a concern. According to stakeholders, most of the regional drinking water is not supplied by underground aquifers, but instead comes from surface water sources. Roadway runoff affects surface water more than underground water sources. Stakeholders also indicated that the current regional water plant is at capacity, and a new plant is needed to provide clean water to residents as development continues to increase in the southern portions of Bossier and Caddo Parishes.

Establishing a Regional Vision
In the 2009 update to the 2030 LRTP, “Mapping the Way – 2030,” it was determined that area residents valued the region’s clear roads, ease of mobility, safety, abundant interstate and intermodal connections, and regional character and quality of life in old and new neighborhoods. Additionally, residents indicated that improvements made to the transportation system should enhance the local economy, especially manufacturing, the Port, and the regional gaming industry.

Feedback gathered during the public visioning workshops and stakeholder consultations conducted for the 2040 LRTP confirm that the previously established goals and objectives remain consistent with the current regional vision.

Adopted Goals
The following goals and objectives for the 2040 LRTP were approved by the NLCOG Technical Coordinating Committee (TCC) and the Transportation Policy Committee (TPC) to guide the long range transportation planning process. Each goal supports the overall goal of enhancing livability in the Northwest Louisiana region.

The final adopted goals are:
Minimize Congestion

- Identify and prioritize improvements to address current and forecasted areas of congestion;
- Identify needed transit routes and services;
- Identify and prioritize projects to address needs for signal optimization and intersection improvements; and
- Develop a policy to coordinate maintenance work that requires lane closures to minimize compound congestion.

Optimize Use of Existing Transportation Infrastructure

- Dedicate adequate resources for maintenance and rehabilitation of existing roads and bridges;
- Identify the need for land-use policies that steer new development to areas that presently have adequate or underutilized infrastructure;
- Support and facilitate ITS technology deployment as detailed in the Shreveport/Bossier City Regional ITS Strategic Deployment Plan;
- Continue implementation and maintenance of Northwest Louisiana’s incident management system through the facilitation of the Traffic Incident Management System Committee;
- Continue implementation and maintenance of the Congestion Management Process for the Shreveport/Bossier City urban area; and
- Develop a model access control policy for new commercial development that minimizes points of conflict and promotes efficient traffic flow.

Relate Transportation to Economic Growth

- Identify and prioritize projects to address intermodal access needs (Port, rail intermodal ramps, key industrial truck routes);
- Identify and prioritize projects to implement needed access improvements to casinos;
- Establish high priority for I-49 and I-69 funding; and
- Coordinate local government’s requests for LADOTD and FHWA transportation funds.
### Improve Transportation Safety
- Identify and prioritize projects to address rail crossing needs; and
- Identify and prioritize improvements to address roadway intersections and spot locations that experience abnormal numbers of safety incidents.

### Enhance Quality of Life
- Recommend policies to require in-depth public involvement to assure acceptable integration of transportation within existing development;
- Recommend funding for a study to determine the need for and acceptability of smart-growth and in-fill land use policies (study should focus on the relationships between transportation improvements and the redevelopment of older / blighted areas, and measures to retain and enhance neighborhood integrity);
- Identify, prioritize, and request funding for projects that qualify for Transportation Alternatives Program Funds;
- Develop corridor preservation plan for major Shreveport-Bossier City area projects; and
- Utilize transportation modeling ability to evaluate air quality impacts and plan conformity.

### Performance Measures
MAP-21 introduced new requirements for carrying out a performance-and outcome-based transportation planning process in support of the seven national performance goals. A performance-based planning process requires the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) to establish performance measures, which will be used by state DOTs and MPOs to inform funding decisions based on achieving performance targets.

At the time of the development of the 2040 LRTP, FHWA and FTA were still in the process of establishing performance measures. Once determined, state DOTs, MPOs, and the providers of public transportation will be required to coordinate on the selection of performance targets. State DOTs are required to adopt their performance targets within one year of the DOT final rule on performance measures, and MPOs are required to set performance targets no later than 180 days after the date on which the state DOT or provider of public transportation establishes theirs. Moreover, the MPO is required to integrate the goals, objectives, performance measures, and targets of the State and public transportation providers directly or by reference into the metropolitan transportation planning process.

The project selection process for the 2040 LRTP utilizes performance measures to ensure the plan prioritizes projects that will achieve regional goals and objectives. The TCC scored each project according to its likely impact on each of the evaluation criteria. Each evaluation criteria was assigned a weight according to feedback obtained from the public in the first round of public meetings (see Table 3-2 on pg. 3-6). Additionally, performance measures from the travel demand model (discussed in greater detail in the following chapter) were used to assess each project’s impact on congestion in the region.
Summary
A robust public involvement and stakeholder engagement process was carried out by the MPO to identify issues and understand the needs of the public, as well as those of agencies and organizations with a specific interest in the transportation system. Public participation has long been a federal requirement for the long range transportation planning process. The public participation process carried out by the MPO in support of the LRTP not only complies with federal regulations, it also ensures the plan goes above and beyond the results of the technical analyses and incorporates information on how the public experiences and perceives the transportation system, which may not always align with the technical data. Developing a plan in close cooperation with the public and key stakeholders also helps to ensure broad community support for plan adoption and implementation.

Goals and objectives provide guidance to the MPO and policy makers in selecting projects for inclusion in the LRTP and help to link other transportation planning processes and documents produced by the MPO, like the Transportation Improvement Program (TIP), the Unified Planning Work Program (UPWP), and the Congestion Management Plan (CMP), with the long term vision of the community. As state DOTs and MPOs across the nation prepare to transition to a performance-based planning and programming process as required under MAP-21, it will be increasingly important to develop outcome-based goals and objectives that are closely tied to the adopted performance measures. A key principle of a performance-based planning and programming process is that each step in the planning process needs to be clearly connected to the next, starting with the initial goal setting phase.