INTRODUCTION

- Based on implementation of the new intermodal bus facility near downtown, and needed bus route modifications to access new facility
- Evaluation of additional ways to improve overall bus system performance
- Study Components
  - Farebox Analysis
  - Growth Patterns
  - Performance Based Planning & Programming
  - Public Involvement Process
  - Downtown Circulator
  - Transit System Improvements and Modifications
FAREBOX ANALYSIS

• NLCOG provided $400,000 to purchase:
  • Automated Vehicle Locator (AVL)
  • Automated Passenger Counts (APC)

• Provides data sets used to identify patterns & analysis
  • Boarding and Alighting by route, bus, and stop
  • On-board stop to stop ridership by bus
  • Time of Day volumes and peak times
  • Desire lines representing stop to stop origin-destination pairs
  • Desire lines representing trip origin – destination pairs
  • Transfer stops and routes
SCALED THEME SHOWING BOARDING COUNTS BY STOP

- SporTran Terminal
- VA Hospital
- Walmart
- Shreveport Regional Airport
- LSU Medical Center & University Hospitals

Legend:
- 11 and below (1081)
- 12 to 33 (337)
- 34 to 66 (124)
- 67 to 119 (47)
- 120 to 279 (13)
- 280 to 299 (1)
- 300 to 9999 (3)
- 10000 and above (1)
PERFORMANCE BASED PLANNING AND PROGRAMMING

- The application of PBPP to transit agencies receiving FTA funds was prescribed in MAP-21 (Moving Ahead for Progress in the 21st Century Act)
- Performance based approach
- Identify performance measures, realistic, measurable and can be tracked
- AVL and APC are key to tracking & measuring performance
- Proactive approach to addressing MAP-21 PBPP requirements
- Example include service delivery, on-time performance, reliability factor.
PUBLIC INVOLVEMENT

• Stakeholder Meeting
  • A stakeholder meeting and individual stakeholder interviews were held to receive the stakeholder’s candid thoughts on the state of the bus system.

• Public Meetings
  • Public Outreach Meeting #1:
    • November 20, 2014 – Open House Style
    • The meeting’s purpose was to receive input on the proposed circulator concept
  • Public Outreach Meeting #2:
    • September 10, 2015 – Open House Style
    • The meeting’s purpose was to solicit public input on the modified routes and services after the relocation to the new intermodal bus facility on Murphy Street.
DOWNTOWN CIRCULATOR

• When bus operations begin at the new intermodal bus facility on Murphy Street, many routes will be adjusted.
• A proposed Downtown Circulator will continue to provide good transit coverage in the downtown.
  • Proposed circulator will operate in one-way direction on 10 to 15 minute headway or frequency.
  • It will serve government offices, social service providers, the main public library, the convention center, Southern University, and private employers including the riverfront and casinos.
PROPOSED TRANSIT SYSTEM

• Based on:
  • Farebox Analysis
  • Stakeholder Input
  • Community and SporTran Riders Input
  • Coordination with SporTran

• Key Components:
  • Proposed Downtown Circulator
  • New Cedar Grove Transfer Facility in south Shreveport
    • Improved east-west connection
    • Improved transit times
  • Introduction of neighborhood circulators using smaller vehicles
  • Major bus routes more effectively utilizing arterials