LONG RANGE TRANSPORTATION PLAN (LRTP) UPDATE
PUBLIC INVOLVEMENT ACTIVITIES REPORT

Outreach Summary

Location: SporTran Central Terminal (Contact: Faye) ; Crockett St., Shreveport, LA. 71101

Date / Time: 2.28.2007 / 10 – 12p

NLCOG Staff: Lisa Frazier and Chris Petro

Public Involvement Methodology: Distribution of hardcopy surveys (LRTP - Community Feedback Survey) from a high foot traffic location (SporTran Central Terminal – largest public transit service provider within Northwest Louisiana)

Outreach Metrics

Survey Packets Distributed: 49
On-site Survey Responses: 8
On-site Did Not Wish To Respond: 2
Total Survey Responses: 16

Overall Site Survey Response Rate: 27.1%

Outreach Activities

At approximately 10a, NLCOG staff set up a survey display table that included items such as loose hardcopies of the Community Feedback survey, clipboards/pens, free Louisiana Highway Maps/breath mint incentives, and take along survey “Packets”. Survey “Packets” consisted of a Community Feedback Survey, a self-addressed-stamped-envelop (S.A.S.E addressed to NLCOG), and a State of Louisiana Highway Map placed within a clear plastic sheath. The display table was positioned inside the terminal building near the pedestrian friendly ticket/information window.

NLCOG staff calmly, and professionally, approached prospective respondents who were seated within the terminal and asked them if they would be interested in providing feedback to SporTran and NLCOG regarding their attitudes/opinions of SporTran’s service, as well as, their overall travel experiences utilizing Northwest Louisiana’s transportation system. A majority of the prospective respondents politely accepted the survey “Packets” and either completed them on-site or took them with them to mail back later. The mail-back option was popular with the public transit patrons who were making quick transfers to other routes.

The overall attitude, by both patrons and SporTran employees, towards NLCOG staff, as well as, our outreach activities was positive and appreciative.