

Capital Area Transit System (CATS) Baton Rouge Title VI Program 2022-2024 Update



Final

September 2022

CATS
CAPITAL AREA TRANSIT SYSTEM

Connecting you to what matters.

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I. OVERVIEW

A. Purpose

Capital Area Transit System (CATS) is responsible for complying with Title VI of the Civil Rights Act of 1964. Pursuant to 49 CFR 21.9 (d), it is CATS' goal to ensure that no one is denied participation in, denied the benefits of, or is otherwise discriminated against in regards to the provision of public transportation because of race, color, or national origin. The Federal Transit Administration (FTA) requires that transit agencies that are recipients of federal funds maintain a Title VI Program to ensure compliance with Title VI. Title VI prohibits discrimination on the basis of race, color, national origin, or income during the provision of transit services by recipients of Federal financial assistance. To demonstrate compliance with these provisions, Capital Area Transit System (CATS) is submitting this report in accordance with FTA Circular 4702.1B issued October 1, 2012. CATS is committed to upholding the intent and obligation of Title VI regulations and to providing meaningful language assistance to persons who are limited in English proficiency.

In March 2021, the CATS board adopted a strategic plan for the agency. In this plan, a mission, Core Values, Strategic Priorities, and measurable goals and targets were established. The overall strategic mission is:

*ENRICHING THE LIVES OF OUR CUSTOMERS AND
COMMUNITIES BY OFFERING INDEPENDENCE AND
SAFETY...CONNECTING YOU TO WHAT MATTERS.*

In addition, the overall strategic values adopted are:

1. Customer Focused Service
2. Safety First
3. Social and Environmental Responsibility
4. Drive Economic Innovation
5. Culture of Excellence
6. Integrity in everything we do

Strategic Values established are:

1. Mobility and Ridership
2. Management and Financial Sustainability
3. Capital Investment
4. Community Stewardship

These established values and priorities were used to develop goals and thresholds incorporated in the service standards section of this document.

The CATS board of commissioners adopted this plan September 20, 2022. The minutes of the meeting are included in **Appendix H**.

B. Background of the Service Area

Capital Area Transit System (CATS) is the regional transit authority of the Baton Rouge metropolitan region. CATS provides quality mass transit services within the cities of Baton Rouge and Baker. The U.S. Census Bureau’s American Community Survey (ACS) data for the 2020 5-year estimate will be used for population characteristics detailed in this document.

Since the election in 2012, the CATS service area has comprised the corporate limits of the cities of Baton Rouge and Baker, with a total area of 97 square miles. The property tax, authorized in 2012, was renewed in the fall of 2021 for another 10 years.

The City of Baton Rouge was incorporated in 1817 and became the Louisiana state capital in 1849. The ACS estimates the 2020 population at 222,191 while the median household income is \$44,177. The City of Baton Rouge covers a 77 square mile area and is located in East Baton Rouge Parish, on the east bank of the Mississippi River.

The City of Baker is a suburb of Baton Rouge and has been a contributing member of CATS since 2012. According to the ACS, the 2020 population for the city of Baker was estimated at 13,233, and the median income was \$64,455.

CATS provides fixed-route service and paratransit service for disabled passengers. CATS currently operates 23 fixed routes and paratransit services, with 41 peak transit buses and 22 paratransit vans operated in maximum services. Two routes are still suspended at this time.

The baseline set of demographic characteristics were developed in the 2021 update of this plan using 2019 American Community Survey (5-year) block group level census data characteristics analyzed through the SimpleGIS Software application. The block groups were redrawn with the 2020 Census and instead of 239 block groups that intersect the CATS service area covering (192.1 sq. miles), there are now 245 block groups that cover 181.9 sq. miles. Each of these 245 block groups are used as a whole if they intersect the service area in order to accurately depict the population characteristics of the service area. The breakdown of the population in terms of race for the CATS service area is detailed in **Table 1**.

Table 1: 2020 CATS Service Area Racial Composition

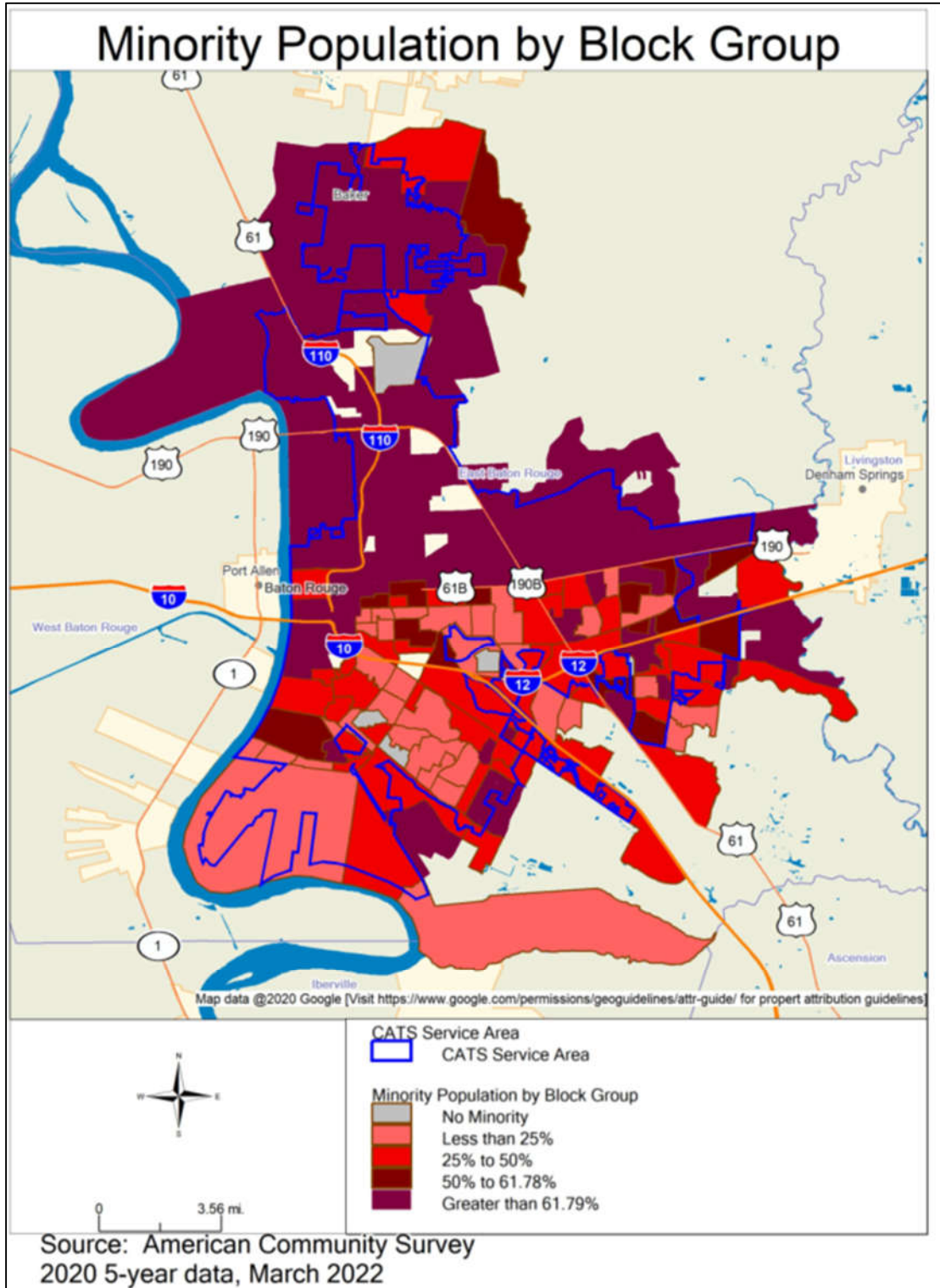
	Population 2020	Percent of Total
White	118,374	38.21%
Black / African American	158,935	51.30%
American Indian / Alaska Native	809	0.26%
Asian	9,787	3.16%
Hawaiian / Pacific Islander	299	0.10%
Other Race	6,969	2.25%
2 or More Races	14,644	4.73%
Total	309,817	100.00%

Source: US Census Bureau American Community Survey 2020 5-year estimates, March 2022.

This analysis details that 61.79% of the population in the CATS service area is considered

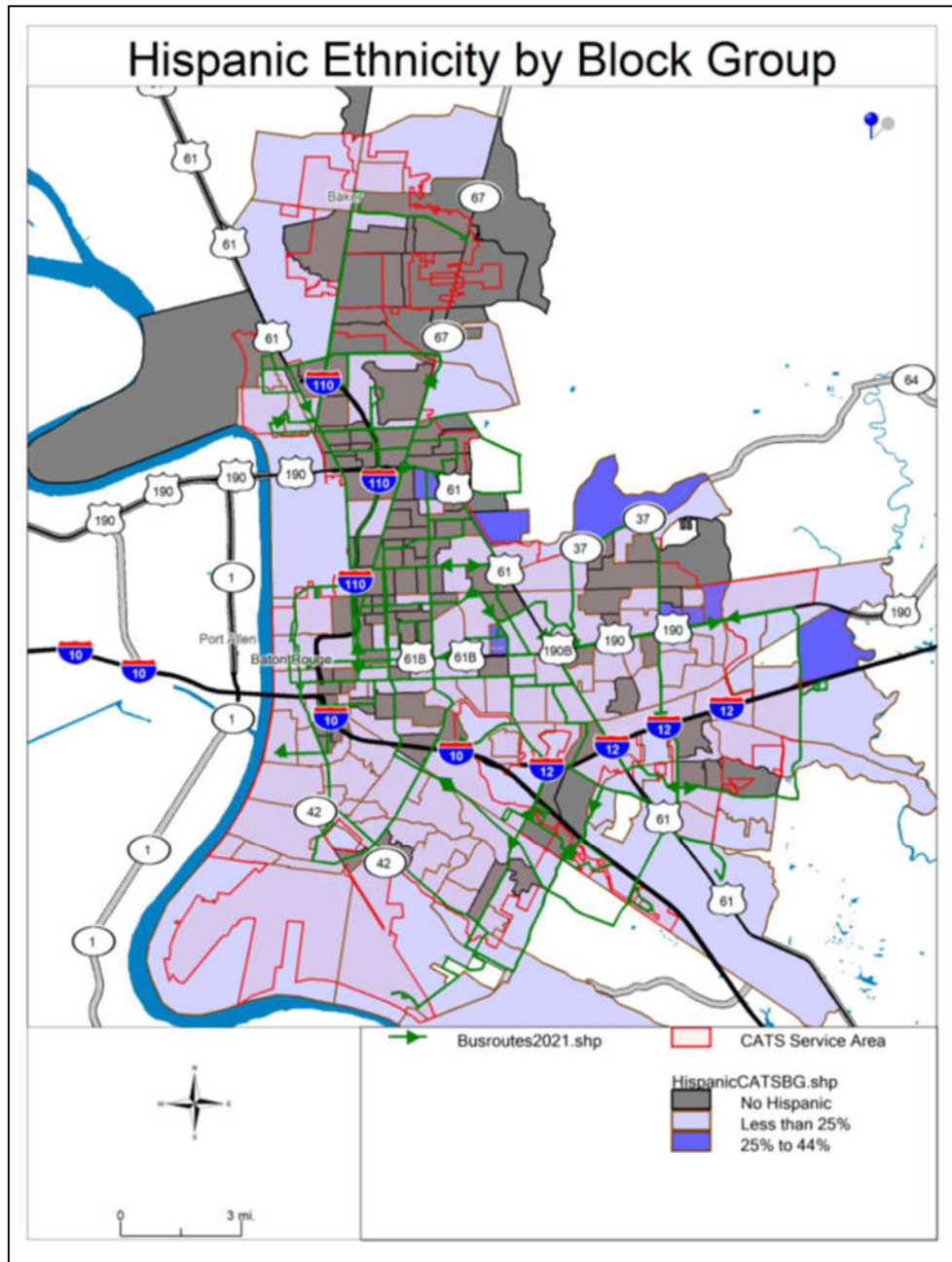
minority. In addition, 143 of the 245 block groups have a percentage minority population that exceeds that of the service area as a whole. **Figure 1** depicts these block groups and the percentage of the minority population.

Figure 1: Minority Population by Block Group



In addition to detailing the minority composition of the population, the ACS also measures those in the population that identify as having a Hispanic ethnicity. **Figure 2** shows the percentage of those community members in the respective block groups. Figure 2: Hispanic Population by Block Group

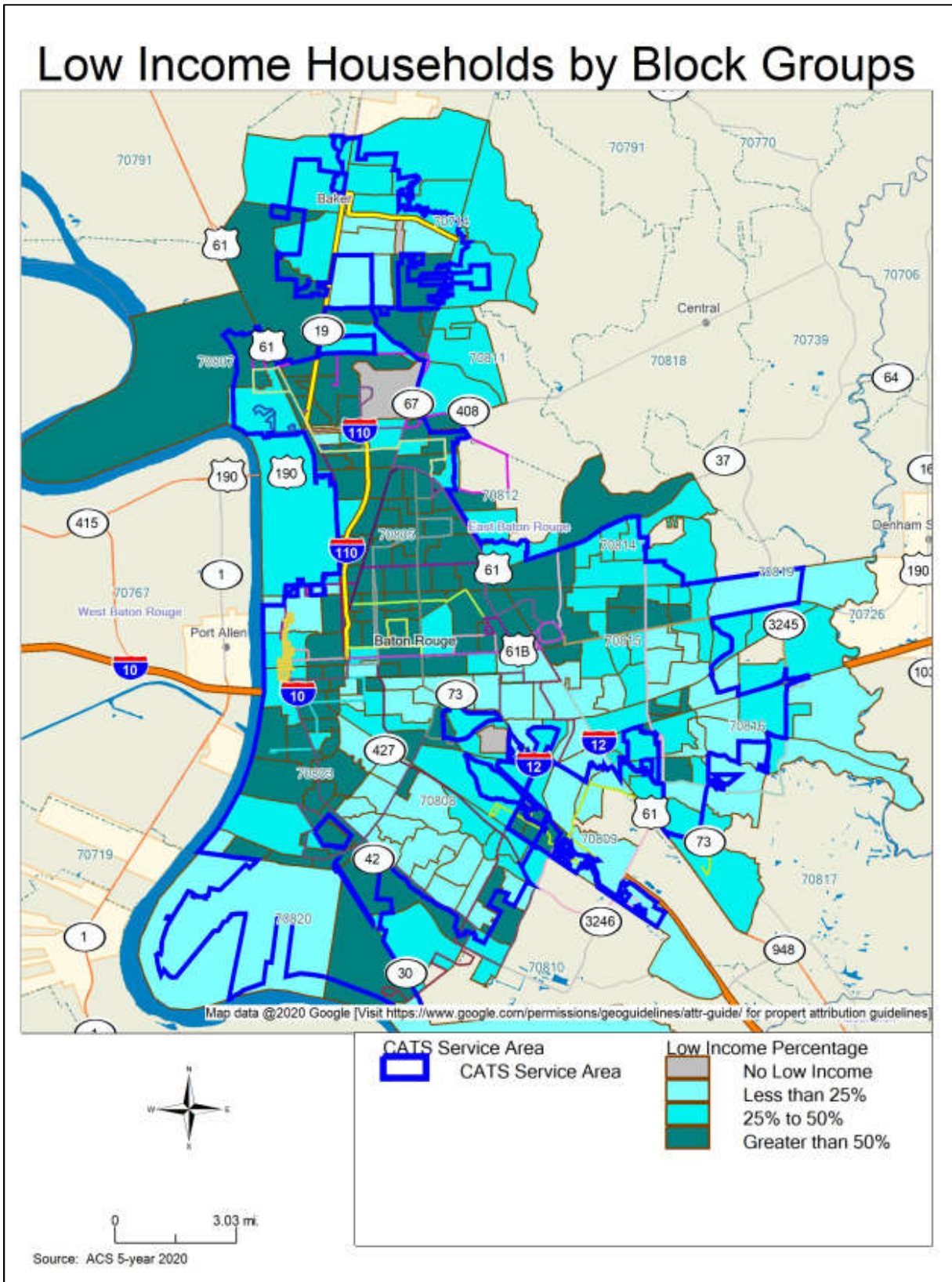
Figure 2: Hispanic Population by Block Group



Source: Census 5-year American Community Survey 2019

In addition to the protection of minority races and ethnicities, low-income populations are protected from discrimination. The 2020 ACS block group data shows that 40% of the population in the CATS service area has an income less than 1.5 times the US Department of Health and Human Services (HHS) poverty threshold. The percentage of low-income households in each block group is highlighted in **Figure 3**.

Figure 3: Low Income Population by Block Group



C. CATS Service Provision

Fixed-route Revenue Service

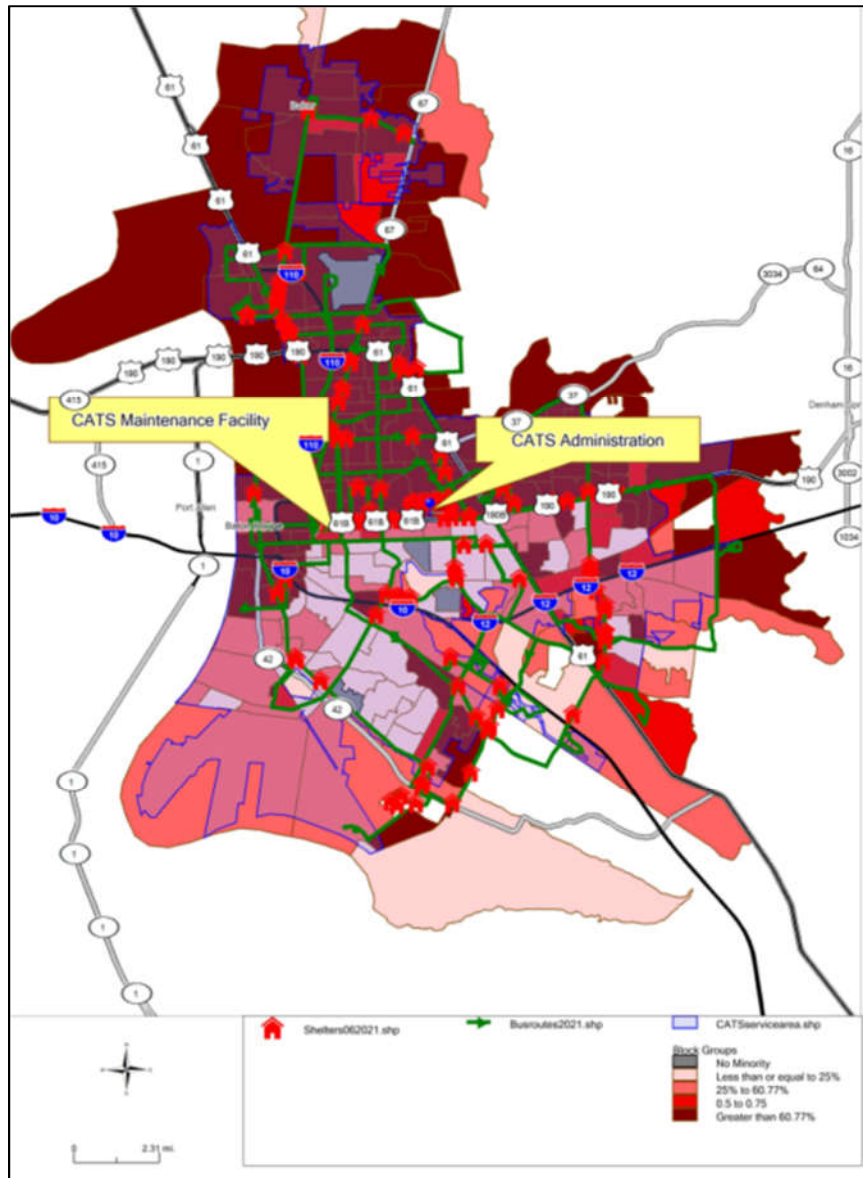
As of January 2021, CATS' total fleet is comprised of 64 fixed-route vehicles and 22 paratransit vehicles. **Appendix A** includes a complete vehicle inventory and fleet replacement plan as of February 2021. CATS operates 41 peak-hour fixed-route buses and provides public transportation for 3.8 million unlinked passenger trips annually, according to the NTD 2019 Agency profile. CATS accrues 14.4 million annual passenger miles and 3.9 million annual vehicle revenue miles. **Table 2** provides the peak frequencies of service by day for all CATS routes. **Figure 4** depicts the CATS service area and key amenities and facilities.

Table 2: Service Days and Operating Frequencies (Headway) by Route

Route #	Route Name	Weekday		Saturday	Sunday
8	Gus Young / BRCC	60	60	60	60
10	Scenic Hwy / Southern Univ	30	60	60	60
11	Northside Circular	60	60	60	60
12	Government St / Jefferson Hwy	30	45	45	45
14	Thomas Delpit Dr	60	60	60	60
15	Glen Oaks / Blount Road / Crestworth	30	60	60	60
16	Capitol Park Shuttle	15	15	N/A	N/A
17	Perkins Road - Mall of LA	45	60	60	60
18	Cortana Transit Center / Tigerland	60	60	60	60
20	North Acadian Thruway	60	60	60	60
21	Fairfields Ave	60	60	60	60
22	Winbourne Ave	60	60	60	60
23	Foster Drive	60	60	60	60
41	Plank Road	30	30	30	45
44	Florida Blvd	30	30	30	45
46	Cortana Transit Center / L'Auberge	60	60	60	60
47	Highland Road / LSU	30	45	45	60
54	Airline / Southern University	45	60	60	60
57	Sherwood Forest Blvd	45	45	60	60
58	Coursey Blvd / O'Neal Lane	60	60	60	60
59	East Florida Blvd	60	60	60	60
60	Medical Circulator	45	45	45	60
70	Baker Limited	45	45	60	60
72*	Florida Boulevard Limited Stops				
80*	Southern University Shuttle				

Note: * Service suspended.

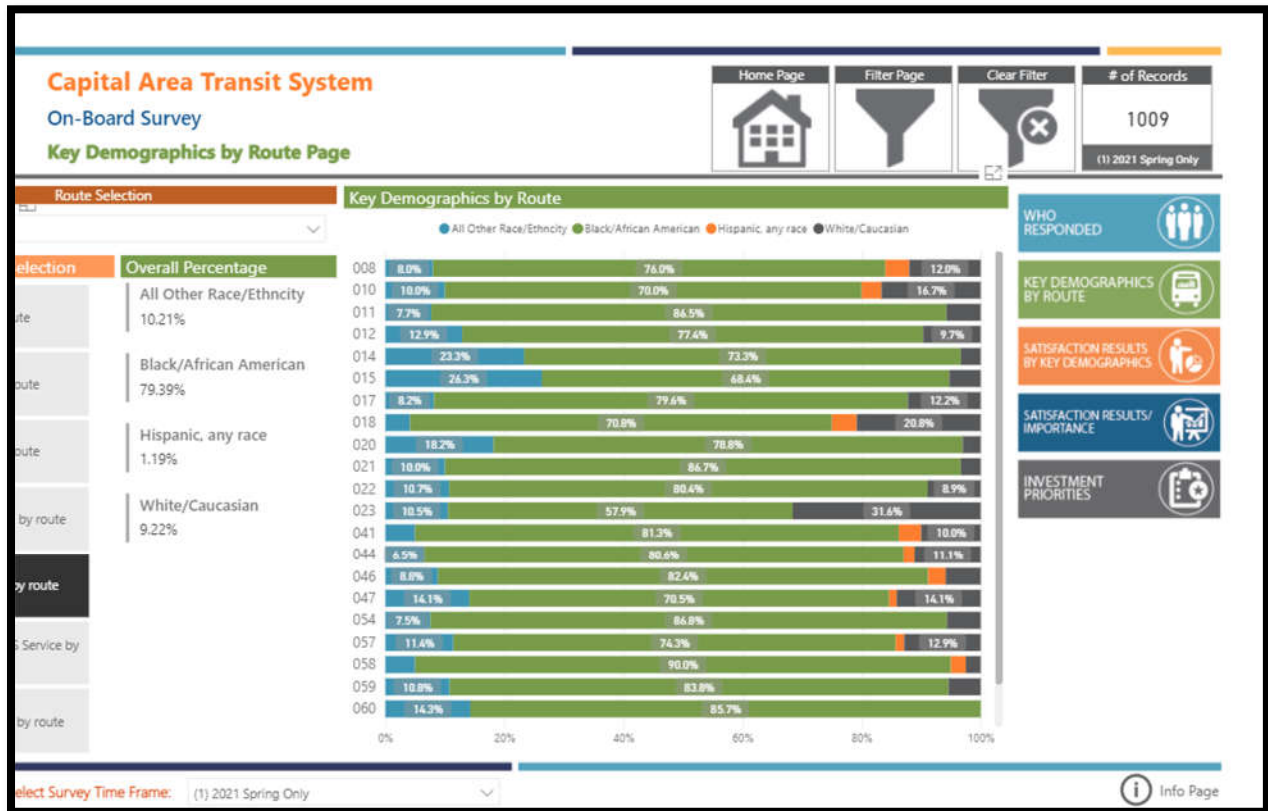
Figure 4: CATS Service area and Fixed Route Service



On-Board Survey

Starting in the fall of 2018, CATS contracts with the ETC institute to conduct an on-board survey twice a year. This survey measures trip purpose, demographic information, and customer satisfaction along with other data. As shown in **Figure 5** the majority of ridership (79.39%) identified as African American.

Figure 5: On-Board Survey Dashboard



Paratransit Services

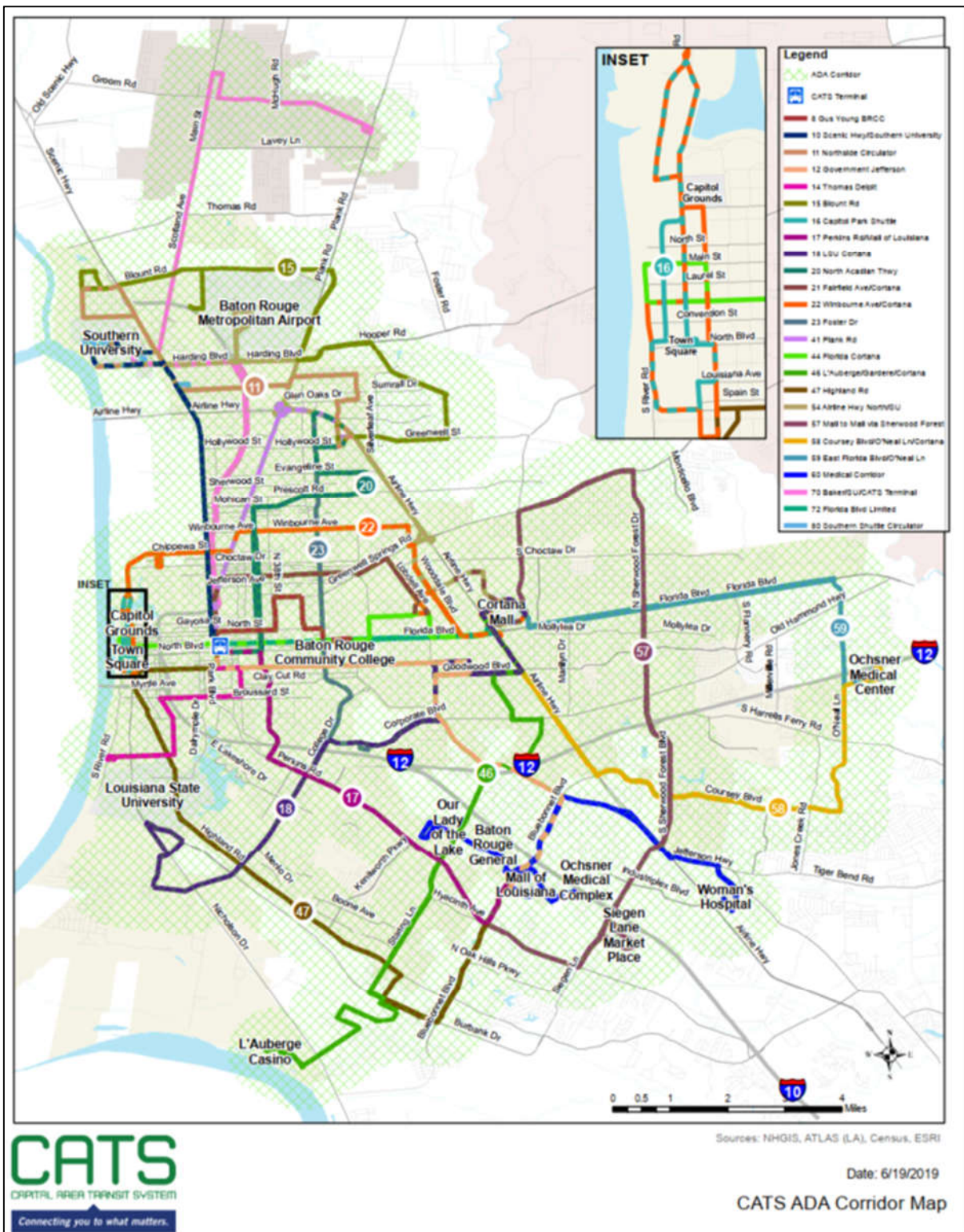
CATS also provides paratransit service as required under the Americans with Disabilities Act (ADA). A contracted service provider operates the paratransit service, CATS On Demand, for CATS. CATS On-Demand operates 18 paratransit vans each day and serves nearly 95,000 annual passengers as noted in the 2019 NTD Agency profile.

ADA Paratransit service operates seven days a week, with service schedules consistent with CATS' span of service for fixed-route service operation. CATS On-Demand operates Monday thru Friday from approximately 4:15 a.m. - 12:00 a.m., and Saturdays and Sundays from 5:15 a.m. - 11:30 p.m. CATS On-Demand fares are \$1.75 per ride. **Figure 6** depicts the complementary paratransit service area.

Microtransit Service

CATS recently implemented a pilot project in the city of Baker for microtransit service. This project is a pilot project and part of the evaluation of the pilot project was a service equity analysis that is included in **Appendix B**.

Figure 6: ADA Complementary Service Area



II. GENERAL REPORTING REQUIREMENTS

A. Monitoring Subrecipient Compliance with Title VI

At this time, CATS has no subrecipients. Therefore, this section only remains in the plan for future reference.

To ensure that all subrecipients comply with Title VI regulations, grants staff and program managers monitor the performance of sub-recipients quarterly in accordance with FTA milestone reporting. The subrecipient monitoring process is summarized below. Note: If a subrecipient is already a direct recipient of FTA funds, CATS is not responsible for monitoring the sub-recipient's Title VI compliance.

Grants staff:

- Ensure that project agreements with sub-recipients contain all required federal documents and clauses, including sample notices to the public informing them of their rights under Title VI, sample procedures on how to file a Title VI complaint, sample procedures for tracking and investigating Title VI complaints, and information regarding expectations for notification from the subrecipient to CATS when a Title VI complaint is received.
- Request sub-recipients provide us with Federal Funding Accountability and Transparency Act (FFATA) information, and requests sub-recipients provide us with a copy of a Title VI Plan.
- Review Title VI plan, if required.
- File copy of agreement/contract, FFATA form, and Title VI plan, if available, in Grants Official Subrecipient File.
- Submit FFATA information on the www.FSRS.gov website.
- On an annual basis, send a letter to subrecipient requesting a copy of the A-133 audit report or other financial documentation if the sub-recipient received less than \$500,000 in federal funding from all sources.
- Review financial paperwork and communicate information to project managers. If necessary, request that project managers closely monitor the sub-recipient.

Project managers:

- Maintain ongoing communication with subrecipient and manage sub-recipient agreement/contract and approve invoices.
- Report sub-recipient progress on FTA quarterly milestone progress reports.
- Gather documents from sub-recipients to ensure they are complying with Title VI, if applicable.

B. Public Notification of CATS' Title VI Protections

It is CATS' responsibility to inform the public of its obligations through a public notice that details their Title VI complaint procedures. Please see the announcement from the CATS web page below.

The following notice was updated in 2017. The new notice is available in Spanish and Vietnamese and is posted in every CATS vehicle, in the lobby of the CATS operating facility and main terminal (2250 Florida Blvd. Baton Rouge, LA 70802), and on the CATS website under "Title VI" at the following address: <https://www.brcats.com/page/title-vi>.

**KNOW YOUR
TITLE VI RIGHTS**

CATS
CAPITAL AREA TRANSIT SYSTEM

Connecting you to what matters
brcats.com

CATS operates its programs and services without regard to race, color and national origin in accordance with Title VI of the Civil Rights Act. Any person who seeks additional information on this program or wishes to file a complaint may contact CATS Title VI Coordinator at (225) 346-5547 or by fax at (225) 926-3601.

A complaint may also be filed directly with the Federal Transit Administration by contacting the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

SI DESEA INFORMACIÓN ADICIONAL, LLAME AL (225) 346-5547.
 NẾU BẠN MUỐN CÓ THÊM THÔNG TIN, XIN LIÊN LẠC (225) 346-5547.
 如果您需要更多信息, 請致電 (225) 346-5547.

The CATS Title VI complaint form and procedures are accessible at the above web address and available in hard copy format at the above-mentioned CATS facility location. In addition, the form may be submitted either by mail or delivered in person at the following address: Attention Title VI Coordinator, 2250 Florida Avenue, Baton Rouge, LA 70802.

C. CATS' Procedures for Investigating and Tracking Title VI Complaints

Please refer to **Appendix C** for a full copy of the CATS Title VI complaint forms and the Title VI investigation and compliance procedures. You can also file a claim at the following link: <https://www.brcats.com/form/title-vi-complaint-form>

D. List of Active Lawsuits

There are currently no active lawsuits or complaints against CATS alleging discrimination on the basis of race, color, or national origin arising from the service provided. However, there is one active lawsuit regarding ADA compliance.

E. Compliance Review Activities

A full Title VI review was conducted during the FTA Triennial review in 2019. All deficiencies that were identified have been cleared.

F. Signed Assurances

The signed FTA assurances were submitted through the FTA's web-based grants administration system, TrAMS, on February 17, 2022 in compliance with current reporting requirements. These are included as **Appendix D**.

G. Construction Impact Analysis

Title VI requires a fixed facility (transit centers, operations facility, or yard) impact analysis for construction projects to assess any impacts to minority communities. If this information has been prepared due to an environmental impact statement, the application recipient, or sub-recipient, should reference the relevant information by documenting page numbers and date of submission to FTA.

A Title VI Equity Analysis should be conducted during the planning stages to assess where a project is located to ensure the location is selected without regard to race, color, or national origin.

In addition, recipients shall engage in outreach to persons potentially impacted by the placement of facilities. The Title VI equity analysis must compare the equity impacts of various site alternatives, and the analysis must occur before the selection of the preferred site.

Additional environmental justice principles are reflected in the DOT Order on Environmental Justice (DOT Order 5610.2(a)), which addresses Environmental Justice in Minority Populations and Low-Income Populations. The order describes the process the Department and its modal administrations (including FTA) use to incorporate environmental justice principles into programs, policies, and activities.¹⁴

As a result of FTA requirements, environmental impact analyses for fixed facilities shall include:

- A Title VI Equity Analysis conducted during the planning stages to assess if or how the location will impact minority communities and provides alternatives analysis.
- Project history and background for each construction project or service plan within the document.
- A discussion of the potential impacts on minority communities and minority-owned businesses during and after construction.
- A discussion on all potential adverse environmental impacts, such as traffic congestion, noise, air or water pollution;
- A list of minority-owned businesses and households affected by construction projects;
- A description of other significant impacts on minority communities, such as increased traffic, reduction in parking availability, etc.; and
- A description of the relocation program and/or other measures adopted by the applicant used to mitigate identified adverse social, economic, or environmental effects of the proposed construction project or service plan, all of which should include an environmental justice component.

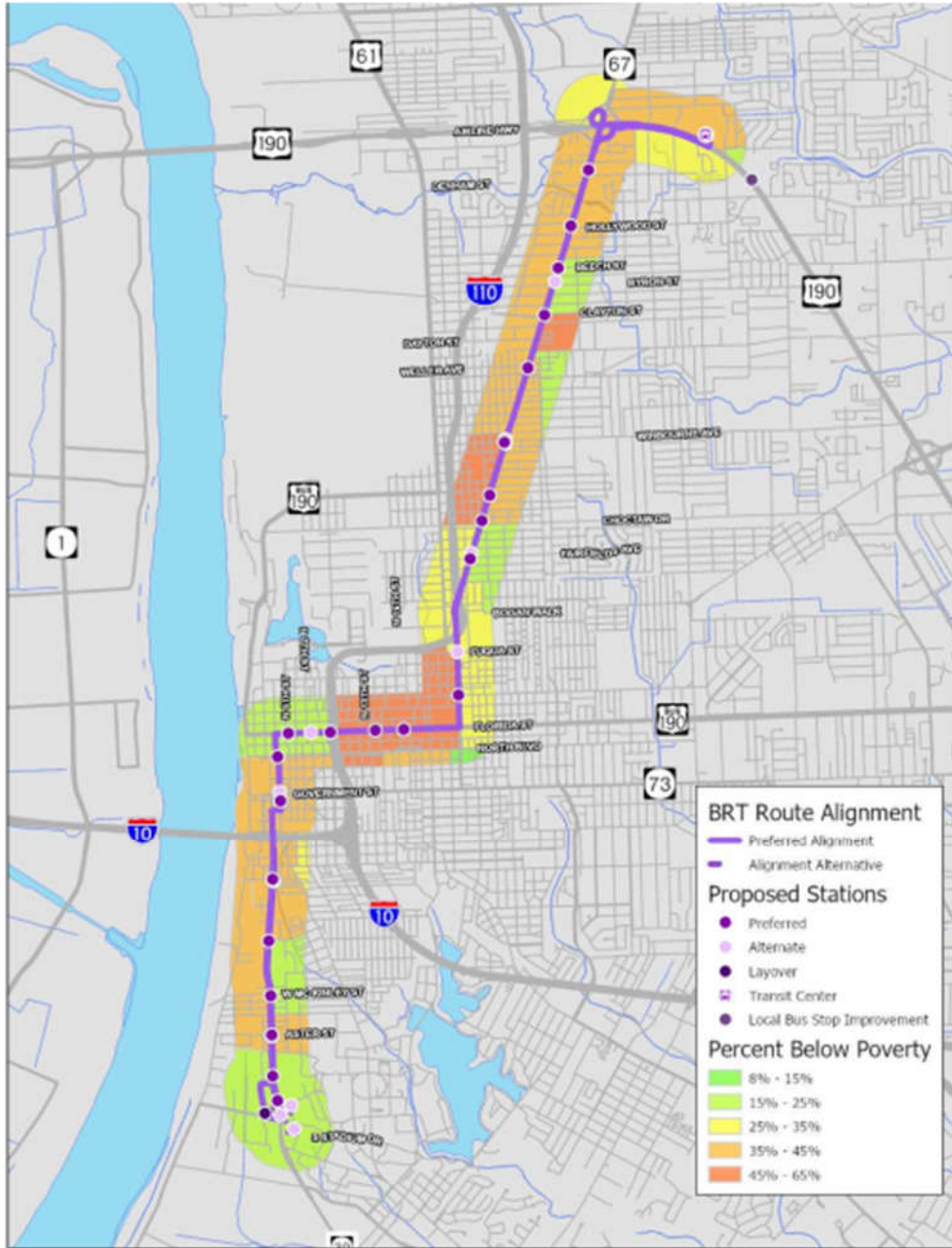
CATS had one project requiring an environmental impact analysis during the reporting period, the Plank Road Bus Rapid Transit (BRT) Project. This project has been submitted to FTA as a Categorical Exclusion. On April 28, 2020, FTA concurred that the project meets the criteria of a categorical exclusion under 23 CFR 771.118(d).

There has been no acquisition of property to date for the Plank Road BRT Project and at this time there is no planned acquisition. If acquisition is required in future phases of the project, a Facility Equity Analysis will be conducted prior to acquisition. **Figure 7 and 8** show the approximate location of the enhanced shelters for this project over low-income and minority populations respectively.

The North Transfer Center will be the northern terminus of the BRT. **Figure 9** shows the conceptual design. This location was included. A Facilities Equity Analysis (FEA) will be conducted prior to construction beginning in January 2023.

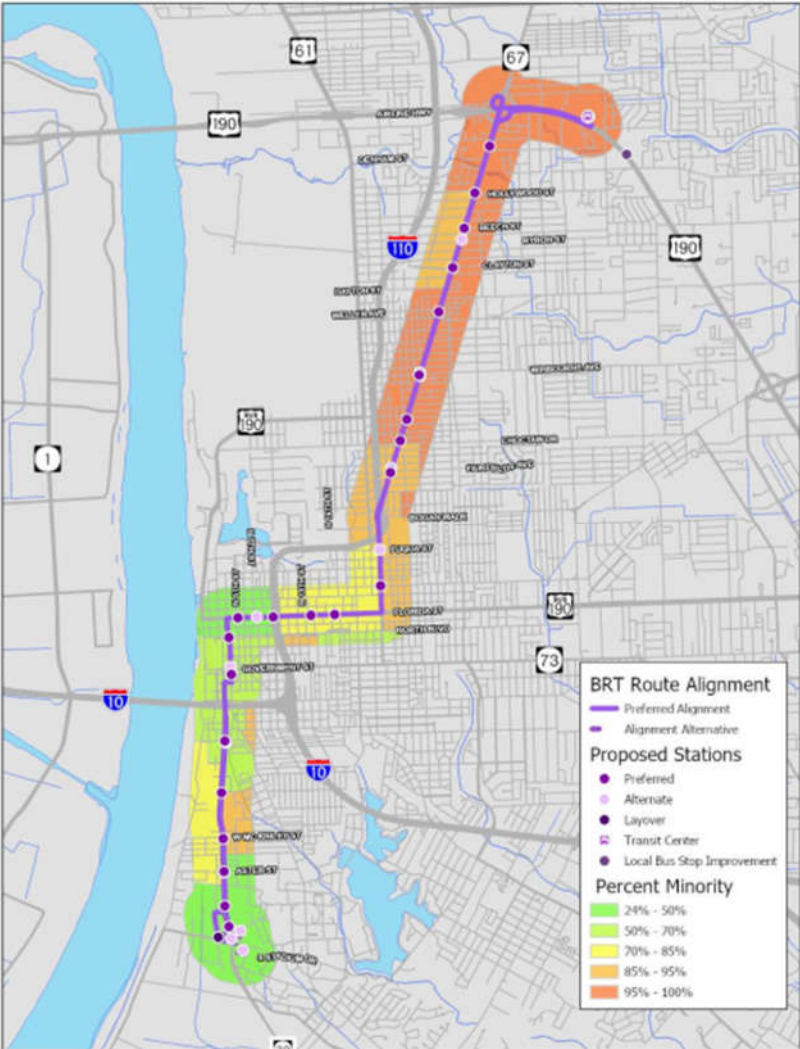
A transit Center in the City of Baker is in the planning stage at the intersection of Plank Road and Lavey Lane. **Figure 10** depicts the preliminary rendering for this project. The city of Baker currently owns this property, so CATS will not be acquiring property for that location. If federal funds are used to construct this project, then a Facility Equity Analysis will be performed.

Figure 7: Plank Road Bus Rapid Transit Corridor Low-Income Map



Source: Categorical Exclusion Documentation, 2020

Figure 8: Plank Road Bus Rapid Transit Corridor Minority Map



Source: Categorical Exclusion Documentation, 2020

Figure 9: North Transfer Center

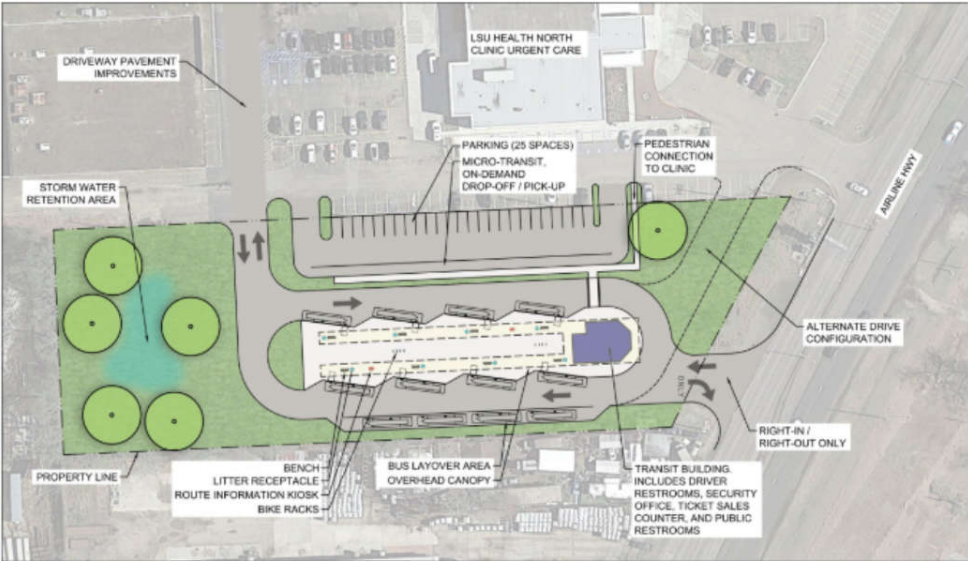


Figure 10: Baker Transit Center Rendering



H. Information Dissemination

All announcements for public hearings are given wide distribution through the use of updated mailing and e-mail address listings inclusive of community groups and concerned individuals. In addition, these notices are posted on the website and as “take-ones” in all CATS buses. The public can also dial CATS’ telephone number to get updated information regarding CATS’ business affairs.

As stated above, when CATS proposes any significant service changes, the system must meet the formal notification and public hearing requirements. To briefly summarize the requirements, CATS must provide formal notification of what changes are proposed to each jurisdiction affected by service changes and allow each respective jurisdiction the opportunity to respond. In addition, a public hearing must also be held to provide public input and feedback on the proposed service changes.

These and further requirements are contained in:

- U.S. Department of Transportation, Federal Transit Administration, Circular C 9030.1B Urbanized Area Formula Program: Grant Application Chapter 5.5 (O), “Publiccomment of Fare and Service Changes.”
- U.S. Department of Transportation, Federal Transit Administration Triennial Review Guidelines “Public Comment on Fare and Service Changes.” Washington, DC, 1997

During this dissemination period, CATS’ staff are confident that all the system riders, including minorities, senior citizens, the disabled, and limited English proficiency (LEP) populations, will be thoroughly apprised of any proposed service changes and will have opportunities to influence service-planning decisions as they arise.

Under the new Title VI guidance, transit providers with 50 or more peak period service buses are required to conduct a fare equity or service change analysis. Any impacts of these types of changes to persons of minority or low-income status as defined by the FTA are considered. CATS provides the opportunity for public comment, and this feedback is considered prior to the implementation of any fare or service changes as detailed in CATS’ fare and service change

methodology.

I. Language Assistance Plan

As with any public announcements and customer service information, CATS is well informed of the many languages used by its customer base. In addition, CATS has a Language Assistance Plan (LAP) to ensure “meaningful” access to transit services and programs for those with limited English proficiency (LEP).

According to the 2019 American Community Survey, the assessment discovered 2.58 percent of households in the CATS service area identified as LEP. In addition, the data indicates that this was highest for the Spanish and Asian, and Pacific Islander languages (see Table 3).

While the LEP customer base is minimal, CATS is implementing several language assistance measures to aid these LEP individuals. To assist its LEP patrons, CATS is implementing the following measures:

- 1.) CATS has employees who may help translate in languages, including Spanish.
- 2.) Bus schedules, maps, fare/service change announcements, and other transit publications are available in an alternative language for the Spanish and Vietnamese-speaking LEP population, if necessary.

CATS will also train its staff by providing copies of the language assistance measures contained in CATS’ LAP to all CATS employees and new hires. Part of the LAP also details notifying LEP persons of all CATS services that are available. The LAP commits to annual monitoring to ensure that the policy is followed, updated, and improved upon as needed. A copy of the entire LAP is available in **Appendix E**.

Table 3: CATS Service Area Languages

Language Spoken At Home by Household		
	Total	% of Total Population
Total Households:	120,184	100.0%
Speaks Spanish:	1,711	1.42%
Speaks Other Indo-European Languages:	252	0.21%
Speaks Asian and Pacific Island Languages:	1030	0.86%
Speaks Other Languages:	106	0.63%
Total LEP	3,099	2.58%

Source: 2019 American Community Survey (5 year), Census Bureau

J. Public Participation Plan

Purpose

The Purpose of this public participation plan (PPP) is to detail how CATS will deliver information, services, and programs that reflect the community’s values and benefit all community areas. CATS recognizes the necessity of involving the public in the planning and implementation of transit services.

CATS’ public engagement strategies are designed to provide the public with access to information about the agency’s services and provide a variety of efficient and convenient methods for receiving and considering public comments before implementing service changes. CATS also recognizes the importance of many types of stakeholders in the decision-making process. These include other units of government, metropolitan area agencies, community-based organizations, significant employers, passengers, and the general public, including low-income, minority, LEP,

and other traditionally underserved communities.

According to FTA Title VI regulatory guidance, the recipients and sub-recipients should therefore seek out and consider the viewpoints of minority and low-income populations and individuals who do not speak English fluently in the course of conducting public outreach and involvement activities. (FTA Circular 4702.1B) Furthermore, the funding recipients and sub-recipients should offer early and continuous opportunities for the public to identify the social, economic, and environmental impacts of proposed transportation decisions.

This effort includes seeking out and considering the viewpoints of minority, low-income, and LEP populations (as well as older adults and people with limited mobility) while conducting public outreach activities, consistent with Federal Transit Administration (FTA) Circular 4702.1B.

CATS may modify its public participation methods over time based on the needs of its customers and the general public. Therefore, this plan is a living document that may be updated periodically to reflect community preferences, changing demographics, transit services, and needs identified from new communication and outreach methods.

When planning for public engagement, CATS will incorporate strategies intended to promote the involvement of minority and LEP individuals in public participation activities, as appropriate for the plan, project, or service in question, and consistent with federal Title VI regulations, Executive Order 13166 on Limited English Proficiency, and the U.S. Department of Transportation LEP Guidance. **Appendix F** includes the entire Public Participation Plan.

Principles

The following principles are used to develop the Public Participation Plan for CATS projects and programs:

- CATS will determine what non-English languages and other barriers may exist to public participation within the service area.
- CATS will provide a general notification of meetings, particularly forums for public input, in a manner that is understandable to LEP populations in its service area.
- Public meetings will be held in locations that are accessible to transit riders and people with disabilities and will be scheduled at times convenient for the members of the general public.
- Public meetings and hearings will be advertised in the community where non- English languages have been identified in the updated LEP Plan. Through printed materials (e.g., interior cards, flyers, and/or comment cards) describing the proposed changes or other critical system information on-board buses, at major transit stops, local print media, and the CATS website.
- CATS will provide notification regarding the availability of language assistance at public meetings as described in the LAP.

Goals

CATS recognizes the importance of involving the public in planning and implementing transportation projects and services. Moreover, the agency believes firmly that consistent communication with riders, businesses, and visitors, alike is key to the success of CATS planning and project development efforts. Therefore, the goals of the CATS PPP are to promote meaningful opportunities for the community, including low-income, minority, and LEP populations, to be involved in the potential impacts of proposed transportation decisions by CATS. To that end, CATS has developed four goals for public participation:

- **Awareness:** Increase awareness of transportation projects in East Baton Rouge Parish and within the transit service area in the capital region.
- **Education and Outreach:** To educate the public, raise awareness, and allow public

input in the CATS transportation planning process through social media, printed materials, and other engagement methods.

- **Participation:** To provide ample opportunity for stakeholders and the general public to participate in the planning process and provide feedback on draft documents, policies, and services.
- **Partnerships:** To foster more significant partnerships with local public agencies, social service organizations, and other community groups throughout

CATS' staff will utilize the following considerations developed as part of the efforts to evaluate the racial equity implications of critical decisions:

- Have various ethnic communities/people of color been informed, meaningfully involved, and authentically represented in these processes/decisions?
- How has this been done?
- How has the feedback been considered and incorporated?
- Is there a group that benefits more than another because of this process/decision?
- What could be one unintended consequence of this process/decision for ethnic communities/communities of color?
- What action will be implemented to advance equity in this process/decision?

Methods of Public Engagement

The PPP identifies a menu of available methods for providing information to CATS customers and the general public. While these communication methods are broadcast widely, they are critical tools in reaching minority and LEP populations. Staff considers several factors when designing the public engagement process, such as the magnitude of the proposed change or decision, what level of influence public opinion has over the decision, and who will be impacted by the decision. Moreover, CATS incorporates strategies intended to promote the involvement of minority and LEP individuals in public participation activities, as appropriate for the plan, project, or service in question, and consistent with FTA Title VI regulations, Executive Order 13166 on Limited English Proficiency, and the U.S. Department of Transportation LEP Guidance. All communication methods are available for translation or interpretation upon request.

CATS communicates relevant information to customers and the general public through the following methods:

- **Public notices** – These are published in the daily newspaper of record, the Advocate, and posted on the CATS website.
- **CATS' Social Media** – CATS' Facebook page, Twitter, and Instagram, are monitored and used by staff to interact with riders and can be leveraged to push out information regarding service changes and opportunities for the public to participate in the CATS decision-making process. CATS' Facebook page is used by staff to interact with riders and can be leveraged to push out information regarding service changes and opportunities for the public to participate in CATS' decision-making process.
- **CATS' Website** – CATS' website, www.brcats.com, is one of the primary sources of information for CATS' riders and the general public. Several tools are available on the site to communicate service changes and notify the public of opportunities to participate in CATS' decision-making processes. These include "Recent News" that appears as short summaries on the home page and, when selected, can lead to longer news items amongst meeting agendas, minutes, and links to route maps, customer surveys. In addition, all route schedules and many documents are available in either Spanish or Vietnamese upon request and the

website can be translated into both Spanish and Vietnamese.

- **E-mails to CATS Customers**– To date, all electronic notifications are sent out by a CATS’ mass e-mail subscription service. Customers can sign up on CATS’ website to receive e-mails from CATS. In addition, staff has the flexibility to target e-mail communications to subgroups of CATS ridership, such as interested members of the public about updates to project schedules, upcoming meetings or workshops, online surveys for feedback, and any other agency activities.



- **Rider Alerts** are small notices or pamphlets that fit in the existing schedule holders on the buses. These can be placed on all buses or be targeted to the routes and times that would be impacted by a change or other informational campaign.
- **Posters** at CATS Terminals: Printed signs are posted around CATS’ terminal, including designated news bulletin areas within the waiting room and at the customer service window.
- **Mailers to partners**: These printed materials can be distributed via mail to CATS’ partners. They can include letters to key staff at these locations and additional posters or other materials to post around their offices.
- **Paid ads** in local media: CATS can publish paid advertisements in the local newspaper of record, *The Advocate*, community newsletters, and local broadcast channels. In addition to paid advertisements can be translated into Spanish and Vietnamese upon request.
- **CATS Connects**: CATS Connects serves as an educational resource library that houses informational materials, branding assets, imagery and archived social graphics and news.
- **Customer Surveys** CATS conducts a Customer Satisfaction Survey to collect and analyze customer opinions regarding all aspects of service, update CATS customer profiles and travel patterns, and compare benchmark scores with similar transit agencies. The latest survey was administered on-board all fixed-route CATS services in the spring of 2021. CATS is administering a survey of the paratransit riders that will begin soon and is intended to be conducted each year.
- **Press releases** – Press releases aim to generate news coverage of CATS’ events, changes, public meetings, etc. They are distributed via e-mail to CATS’ communications contact list and posted on the News section of CATS’ website
- **Public Meetings** – The backbone of CATS’ public participation efforts. Public meetings are held monthly and are open to the public. There, discussions between interested parties, often including riders, can provide feedback on CATS’ activities. It is a question-and-answer format and an open dialogue with a member of the CATS staff to make sure comments stay focused on the proposed change and that everyone has a chance to ask questions. Federal regulations and comments do NOT require a public meeting and do not go into the public record.
- **Public Hearings** - A public hearing is required by federal or state regulations where comments from the public go into the public record. A public hearing is governed by rules concerning who speaks when and for how long and is overseen by a CATS official. A public hearing is NOT a question-and-answer format.
- **Community Events** – CATS staff make sure that informational tables are at community events and CATS Terminals, where customers can find shared information about changes to

service, new initiatives, or community resources. CATS also found that having technical staff available at outreach events in addition to customer service and communications staff can allow for more detailed conversations with customers and members of the public.

- **CATS' Board Meetings** - The Board of Commissioners meet on the third Tuesday of each month at 4:30 p.m. at either two locations: the CATS administrative building (350 N. Donmoor St, Baton Rouge, LA 70802) or the BREC Recreation & Park Commission (3140 N Sherwood Forest Drive, Baton Rouge, LA 70814). These meetings are open to the public and include an opportunity for the public to comment on any item relating to transit. In addition, there will be cards for members of the public to complete (this applies to everyone wishing to speak at the board meetings, except the board members themselves; all employees wishing to speak must complete the cards as well).
- **Public Comments** – CATS is always open to and accepting of public comments, regardless of whether they were given as part of an organized effort. Formal public comment periods solicit comments on major public involvement efforts around an agency service or system change. Comments from comment cards are valuable for open-ended discussions. In addition, open-ended questionnaires are distributed in printed form and digital form.

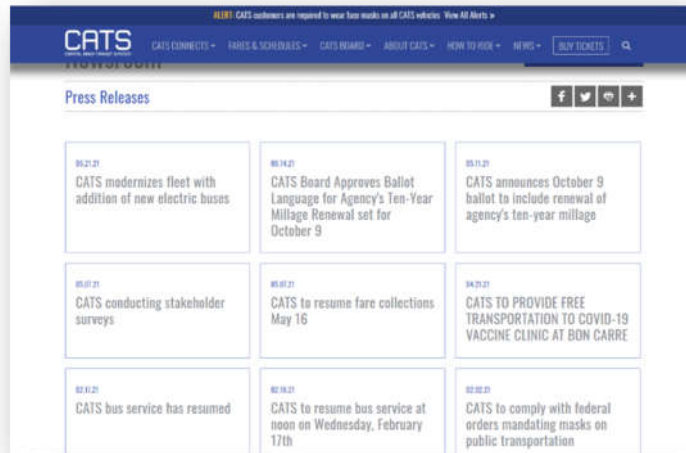
Comments are accepted anytime by the following methods. In addition, special projects may have a public outreach period where one can comment on that specific project.

- Share comments by phone at (225)389-8282,
- E-mail comments at catscustomerservice@brcats.com
- Post comments on CATS' Facebook page or Twitter page @BTRCATS
- Mail comments to CATS at 2250 Florida Blvd. Baton Rouge, LA 70802
- Share comments in person by attending a public meeting

Public Outreach (January 2021 to August 2022)

- Board meetings were held monthly to give updates on administrative matters and act on plans, contracts, updates to policies, and financial statements.
- Numerous public meetings were held to receive public input on changes in routes and schedules
- During the fall of 2016 to the fall of 2020, route adjustments and service changes were made in order to maintain route efficiency and improve service to the system.

- CATS created and distributed Customer Surveys to gather updated transit trip information and behavioral data from CATS' riders in the spring of 2021. These efforts help the agency know the needs of the riders.
- The BRT Project conducted two public meetings in May of 2022.
- The Comprehensive Operational Analysis conducted eight meetings in the month of February 2022.
- CATS Staff attended many community events that included 8 events in the month of August 2022.
- CATS Staff set up a table at the main terminal with all Title VI policies available for comment on 8-26-2022 and 8-31-2022 and received a total of 23 comments on general concerns that were forwarded to the appropriate department and added an additional 32 riders that signed up for the rider alert email list. There were no comments concerning the policies.
- In addition, CATS staff posted on social media several times with a link to the new policies and allowed for comment for 10 days. No responses were received.



COVID-19 Meeting Accommodations (March 2020)

During normal circumstances, meeting times and convenient locations for target audiences are crucial to providing meaningful opportunities for public participation. However, due to the pandemic, alternative methods of public involvement have taken place.

In accord with Act No. 302, meetings held beginning June 2020 to December 2021 were held virtually to reduce and limit the spread of COVID-19 in Louisiana and preserve the health and safety of all public members; the Governor declared the COVID-19 Public Health Emergency. In addition, he ordered that it is necessary to limit public gatherings in a single place at the same time to avoid individuals being close to one another.

As a result of the public health emergency, the limitations imposed on public gatherings and personal interactions, and the risks associated with the participation of members in a physical meeting of the Board of Commissioners for Capital Area Transit System and Public Transportation Commission as a result of this certifies that to protect the lives, property, health, safety, and welfare of the citizens of Louisiana, it is necessary to conduct the meeting for regular business via teleconference and/or online to assure the presence of a quorum of voting members.

Act No. 302 of the 2020 Regular Session of the Louisiana Legislature enacted La. R.S. 42:17.1, as subsequently amended by Act No. 43 of the 2020 Second Extraordinary Session, allows a public body to conduct business “via electronic means” if specific requirements are met.

Equity Considerations

CATS recognizes that minority and low-income populations have historically and systematically been excluded from participating in public decision-making. Moreover, due to persistent societal and cultural influences, it can be challenging to ensure diverse public participation in CATS' decision-making, despite the concerted efforts described in this plan. CATS, therefore, recognizes the need to plan carefully to design inclusive outreach processes and build in critical steps to consider whether a public participation process and its outcomes are achieving the intended

results.

Outcomes

The outcomes of public participation will be reported openly and transparently. The expectation is that, once community members have participated in a process, CATS owes it to them to say how their participation influenced the outcome. In addition, CATS should demonstrate that it explored the suggestions and recommendations of the public and considered that as part of the process.

Conclusion

This PPP must, first and foremost, demonstrate how CATS is accountable to the public. The strategic approach, goals, and guiding principles CATS has established are intended to foster public participation by providing early, continuous, and meaningful public engagement processes for its stakeholders regardless of race, color, or national origin, including populations and individuals who may be underserved because of limited English proficiency (LEP), minority or socioeconomic status, or disability. The methods and techniques employed by CATS help increase public participation rates, particularly among those individuals and populations that are often overlooked or underrepresented.

While the methods and techniques used during the public participation process may vary according to each circumstance, CATS will make every effort to achieve the standards it has set and design public outreach efforts to most effectively reach out to the diverse populations throughout the CATS service area. As a living document, the plan may evolve according to the demographic makeup of CATS' communities and their unique needs and CATS' evaluation of its public participation effectiveness.

CATS Staff set up a table at the main terminal with all Title VI policies available for comment on 8-26-2022 and 8-31-2022 and received a total of 23 comments on general concerns that were forwarded to the appropriate department and added an additional 32 riders that signed up for the rider alert email list. There were no comments concerning the policies.

In addition, CATS staff posted on social media several times with a link to the new policies and allowed for comment for 10 days. No responses were received.

III.Minority Representation on Decision Making Bodies

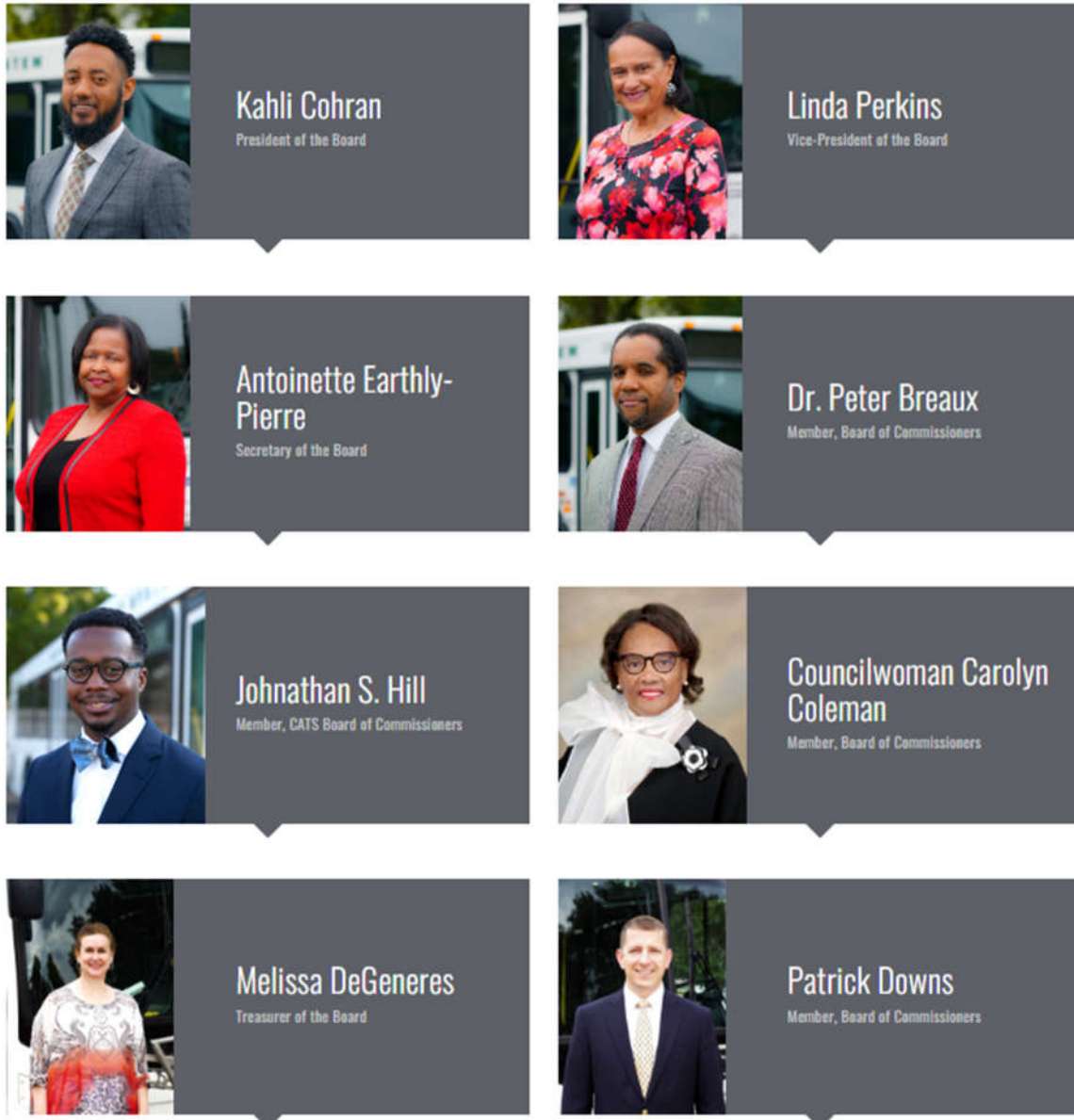
The CATS Board of Commissioners is a nine-member appointed body that sets policy direction for the operation of CATS transit services. Each member of the Board of Commissioners is appointed by the Metro Council of East Baton Rouge Parish, the governing authority for the City and Parish of East Baton Rouge. The Metro Council selects CATS board members to reflect the various communities represented by the Council and represent the community's diversity and the variety of mobility needs of the region as a whole. In order to accomplish these goals, the Metro Council utilizes a contractor to conduct a detailed analysis of each candidate's qualifications. The methodology, scoring sheets and full interviews, are sent to the Metro Council to make informed decisions regarding appointments.

CATS' monthly Board meetings and various committee meetings provide a public venue for comments and feedback regarding any fare, service changes, or any other aspect of transit delivery. In addition, these Board meetings create a venue for our riders and members of the public at large to have an opportunity to comment publicly regarding CATS services. The members of the CATS Board of Commissioners represent the diversity of the Baton Rouge community. The ethnicity and gender of the Board members are listed below.

Total Number of Board of Commissioners as appointed by Baton Rouge Metropolitan Council: Nine (9). There is currently one vacancy on the board. **Figure 11** depicts the Commissioners.

- Black Male: Three (3)
- Black Female: Three (3)
- White Male: one (1)
- White Female: one (1)

Figure 11: CATS Board of Commissioners



IV. PROGRAM-SPECIFIC REQUIREMENTS

CATS currently operates 41 peak-hour fixed-route buses. This is down from 63 reported as part of the 2019 NTD profile. The current number of peak vehicle requirements exempts CATS from many requirements for large systems in the FTA Circular 4702.1B. However, to ensure requirements are met if the peak vehicles were to go over 50 in the future, CATS has decided to detail the system-wide service standards and policies. CATS must also evaluate adherence to those service standards and policies through a monitoring program. **Appendix G** includes the Major Service and Fare Change Policy revised in 2022.

V. Service Standards and Policies

CATS uses quantitative system-wide service standards for its fixed-route services. These standards, summarized below, were developed and implemented to help CATS achieve equity for all its transit customers in service design and operations decisions. These standards are currently under review to ensure they reflect the current CATS operating environment and presented to the CATS Board of Commissioners in the summer of 2021.

A. Service Standards

Vehicle Load

Vehicle load is the ratio of passengers on the vehicle to the number of seats on the bus. CATS measures the vehicle load at the maximum load point on each route during peak and off-peak periods. **The target is to maintain vehicle load factors at or below 133% for local routes during peak periods, 100% for local routes in off-peak, and 100% for express bus routes that operate on freeways.**

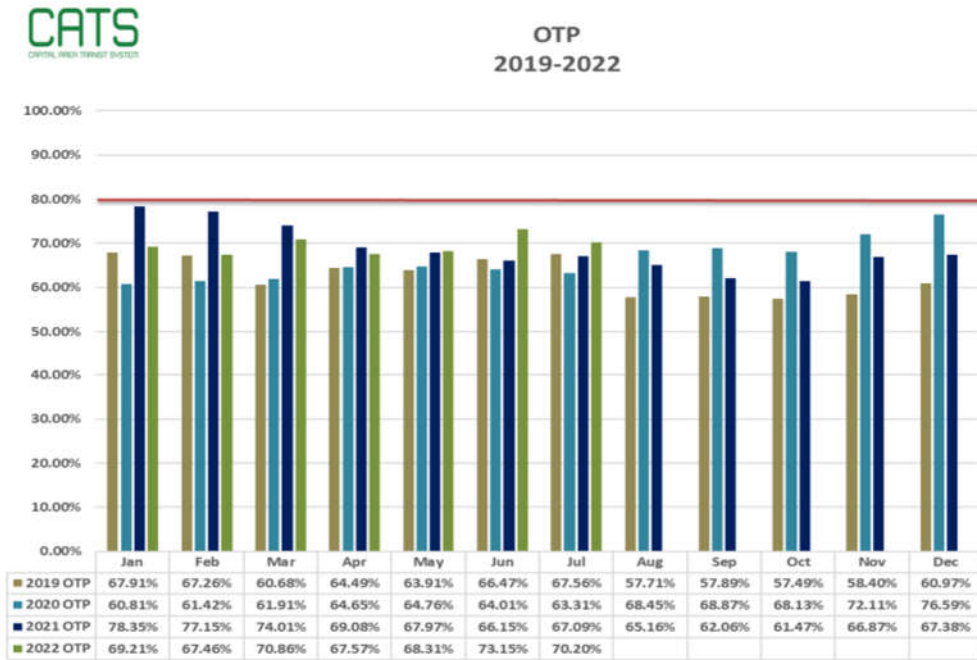
Vehicle Headway

Vehicle headway is the measurement of time between buses on a line. CATS generally operates fixed-route service with vehicle headways between 20-60 minutes during weekday peak periods and during weekday off-peak periods and weekends. **The target is 30 min Peak and 60 min off-peak for local routes and 15 min peak and 30-45 min off-peak for the upcoming BRT.**

On-Time Performance

CATS defines on-time performance for fixed-route bus trips as those trips that depart a timepoint location no earlier than 0 minutes before the time listed on printed schedules and arrives at the time point no later than 5 minutes from the scheduled time. Thus, **the agency target is 80% on time. Figure 12** depicts a historical on-time performance chart that is presented to the CATS Board of Commissions.

Figure 12: On-Time Performance



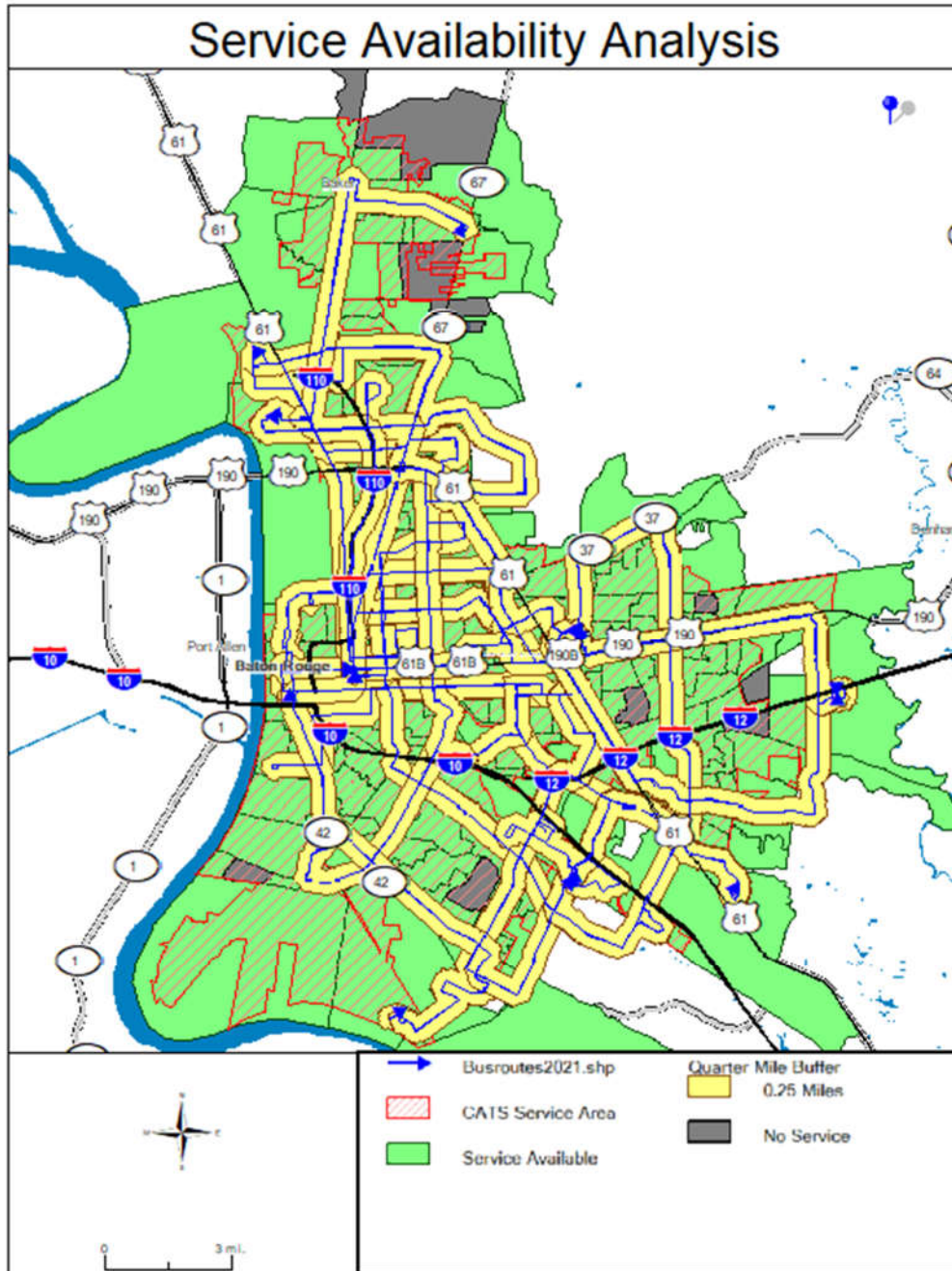
*Target 80% On-Time Performance
 Note: OTP is measured at scheduled timepoints effective (1/16/22), which represents 6.68% of the total system bus stops.

Service Availability

Service availability generally corresponds to the provision of transit service on major traffic corridors in the service area and access to high population centers and trip generators in urbanized areas. CATS provides fixed-route service primarily to people who reside within one-half to a one-quarter mile of the stops along the routes. **The target is for 95% of the population to be within ¼ mile of a bus route.**

As part of this program update, a GIS analysis was conducted measuring how many of the 239 block groups intersect the ¼ mile buffer of the existing fixed-route service. **Figure 13** illustrates that 228 of 239 block groups intersect a ¼ mile buffer.

Figure 13: Service Availability



B. Service Policies

CATS uses quantitative system-wide service policies for its fixed-route services. These policies, summarized below, were developed and implemented to help CATS better achieve equity for all its transit customers in service design and operations decisions.

Distribution of Transit Amenities

Generally, bus stops are placed no more than 1,000 feet (approximately 0.2 miles) apart (stops may be closer in commercial and downtown Baton Rouge areas). Transit amenities such as bus shelters are provided as a convenience to passengers. Bus shelters are placed at selected bus stops within the CATS service area, with priority given to locations that have a high passenger volume, serve multiple bus routes, and are located near schools, hospitals, and other activity centers. **Table 4** depicts the amenities daily boarding standard. The City of Baton Rouge also has contracted with bus bench advertising companies to place bus benches at various locations around the city. CATS does not have jurisdiction regarding the placement of these bus benches.

CATS has established a policy that all new amenities will follow the following minimum requirements to ensure equity throughout the system.

Table 4: Placement of Amenities

Amenities	Average Boardings
Stop	1+ average daily boardings
Bench & Trash Receptacle	5 - 15+ average daily boardings
Shelter	16 - 25 average daily boardings
Enhanced Shelter	26+ average daily boardings

Vehicle Assignment

With regards to vehicle assignment, CATS assigns vehicles on an “available” basis with no assigned vehicles to specific routes. The exception is an electric branded vehicle will be used on the Downtown circulator when it is reinstated for revenue service. This ensures that no geographic location is preferred over another.

CATS strives to supply its customer base with well-maintained vehicles that are ADA compliant by intending to replace all buses after their 12-year life span. A complete inventory of the fleet and replacement plan as of February 2021 is included in Appendix A.

VI. Minority Route Methodology

CATS uses data from the 2019 5-year ACS data to define bus routes that predominately serve minority and /or low-income block groups. CATS classifies a block group as a minority block group if the percentage of minority residents in that block group is higher than the percentage of the CATS service area as a whole (60.77%). The block group is designated low income if the low-income population is greater than that of the service area (27%). A route is designated as a minority route or low-income route if more than 50% of the route serves a minority or low-income, block group. As shown in **Table 5**, many routes are designated as both minority and low income.

Table 5: Minority and Low-Income Routes

Route #	Route Name	Minority Route	Low Income Route	Average Monthly Ridership
8	Gus Young / BRCC	x	x	
10	Scenic Hwy / Southern Univ	x	x	
11	Northside Circular	x	x	
12	Government St / Jefferson Hwy	-	-	
14	Thomas Delpit Dr	x	x	
15	Blount Road	x	x	
16*	Capitol Park Shuttle	n/a	n/a	
17	Perkins Road / Mall of LA	-	-	
18	LSU / Cortana Mall	-	-	
20	North Acadian Thruway	x	x	
21	Fairfields Ave / Cortana Mall	x	x	
22	Winbourne Ave	x	x	
23	Foster Drive	x	x	
41	Plank Road	x	x	
44	Florida Blvd / Cortana Mall	x	x	
46	Cortana / Gardere / L'Auberge	-	-	
47	Highland Road	-	-	
54	Airline / Southern University	x	x	
57	Sherwood Forest Blvd	-	-	
58	Coursey / O'Neal Lane	-	-	
59	East Florida / O'Neal Lane	x	-	
60	Our Lady of the Lake	-	-	
70	Baker Limited	x	x	
72*	Florida Boulevard Limited Stops	n/a	n/a	
80*	Southern University Shuttle	n/a	n/a	

Note: * Service suspended.

VII. Level of Service Analysis

For the purposes of our analysis, a sample of routes was analyzed that are categorized as minority routes and non-minority routes. In addition, these routes included those with some of the highest ridership in the CATS bus system. **Table 6** consists of the sampled routes for purposes of conducting both a Level of Service Analysis and a Quality of Service Analysis.

Table 6: CATS Sampled Minority and Non-Minority Routes

Route Number	Route Name	Minority Route?	Low-Income Route?	Average Monthly Ridership*
10	Scenic Hwy.-Southern Univ.	Yes	Yes	6,897
20	North Acadian	Yes	Yes	9,632
41	Plank Rd.	Yes	Yes	18,361
44/72	Florida Blvd.	Yes	Yes	35,527
17	Perkins Rd.	No	Yes	11,890
18	LSU-Cortana Mall	No	Yes	8,154
47	Highland Rd.	No	Yes	25,543
58	Coursey-O'Neal	No	Yes	4,541

*CATS November 2019 Ridership Data

C. Average Monthly Stop Loads

The Average Monthly Passenger Load per Stop was calculated and analyzed for each bus route. Total monthly passenger loads for CATS buses serving bus stops located along each sampled route were reviewed, with the results compared for Minority and Non-Minority routes. Minority routes showed average loads of 209.5 passengers per stop per month, while the Non-Minority routes showed average loads of 124.1 passengers per stop.

D. Bus Stop Spacing

Another factor calculated was the average stop spacing with respect to each sampled route. CATS' service standards indicate an average stop spacing standard of approximately 1,000 feet (approximately 0.20 miles). Minority routes showed an average mileage between stops of 0.17 miles, while Non-Minority routes showed an average of 0.25 miles.

E. Headways

CATS' service standards indicate an average headway standard of 15-60 minutes during peak and off-peak periods. Sampled Minority routes showed average headways of 28 minutes in peak periods and 38 minutes in off-peak periods, while sampled Non-Minority routes showed average headways of 36.3 minutes in peak periods and 50.8 minutes off-peak periods.

The analysis indicates that there are no disparate impacts in service frequency to minority populations in the service area for the level of service assessment. The analysis of bus stop access shows that bus stops are provided at a greater density on Minority routes than on the Non-Minority routes sampled. Also, given the greater service frequency for Minority routes than Non-Minority routes, the analysis shows no disparate impacts in service frequency to minority populations in the service area. The analysis did indicate that Minority routes experienced higher average passenger loads than Non-Minority routes; however, this can be attributed to the sampled Non-Minority routes having longer route lengths and more bus stops in number. Monthly ridership on the sampled Minority and Non-Minority routes showed that Minority ridership was higher (70,417) than Non-Minority routes (50,128), but given the higher bus stop access per route mile for Minority routes, there is no finding of disparate impact in the level of service provided.

Data for all the variables calculated and explained above is presented in **Tables 7 and 8**.

Table 7: CATS Level of Service Analysis – Passenger Loads and Bus Stop Spacing

Bus Route	Minority Route?	Bus Stops on Route	Avg. Monthly Ridership	Average Load per Stop per Month	*Total Route Miles	Avg. Bus Stop Spacing	Avg. No. of Bus Stops per Route Mile
10	Yes	70	6,897	98.5	13.1	0.18	5.3
20	Yes	108	9,632	89.2	15.3	0.14	7.1
41	Yes	79	18,361	232.4	11.7	0.15	6.8
44/72	Yes	85	35,527	417.9	18.1	0.20	4.7
Category Avg.	Yes			209.5		0.17	6.0
17	No	80	11,890	148.6	16.6	0.20	4.8
18	No	87	8,154	93.7	27.5	0.27	3.2
47	No	138	25,543	185.1	26.1	0.19	5.3
58	No	66	4,541	68.8	26.1	0.33	2.5
Category Avg.	No			124.1		0.25	4.0

*Represents round-trip mileage

Table 8: CATS Level of Service Analysis – Average Headways

Bus Route	Minority Route?	Peak Headway (min.)	Off-Peak Headway (min.)
10	Yes	30	50
20	Yes	30	50
41	Yes	20	30
44	Yes	30	30
72	Yes	30	30
Avg. Headway	Yes	28	38
17	No	25	53.3
18	No	30	60
47	No	30	30
58	No	60	60
Avg. Headway	No	36.3	50.8

VIII. Quality of Service Analysis

A. Passenger Access

In conjunction with Minority and Non-Minority routes, an assessment was made of passenger access from these routes to the top three traveled destinations in the transit system to assess the quality of service in the CATS transit system. These locations are the CATS Main Transit Terminal,

the Cortana Mall Transit Hub, and the Earl K. Long Transit Hub. To analyze this data fairly, the approximate midpoint of each sampled route was identified, and the travel time, fare paid, and routes taken from each intersection to the top destinations were calculated. Travel times were calculated using CATS schedules. **Tables 9, 10, and 11** depict this data.

Table 9: Quality of Service Analysis - Travel to CATS Main Transit Terminal

Bus Route	Minority Route?	Bus Stop	Travel Time (min.)	Fare Paid	Routes Traveled
10	Yes	Scenic & Evangeline	10	\$1.75	10
20	Yes	Prescott & Foster	18	\$1.75	20
41	Yes	Plank & Evangeline	13	\$1.75	41
44	Yes	Florida & Foster	6	\$1.75	44
72	Yes	Florida & BRCC	6	\$1.75	72
17	No	Perkins & College	16	\$1.75	17
18	No	Lee & Perkins to Lee & Lake After Hours transfer to Highland & Lee	39	\$2.00	18, 47
47	No	Highland & Lee	24	\$1.75	47
58	No	Coursey & Sherwood to Cortana Mall transfer to 44	50	\$2.00	58, 44

Table 10: Quality of Service Analysis - Travel to Cortana Mall Transit Hub

Bus Route	Minority Route?	Bus Stop	Travel Time (min.)	Fare Paid	Routes Traveled
10	Yes	Scenic & Evangeline to CATS Terminal transfer to 44	46	\$2.00	10, 44
20	Yes	Prescott & Foster to CATS Terminal transfer to 44	48	\$2.00	20, 44
41	Yes	Plank & Evangeline to CATS Terminal transfer to 44	Peak - 58 Off Peak - 48	\$2.00	41, 44
44	Yes	Florida & Foster	16	\$1.75	44
72	Yes	Florida & BRCC	10	\$1.75	72
17	No	Perkins & College to CATS Terminal transfer to 44	Peak - 43 Off Peak - 53	\$2.00	17, 44
18	No	Lee & Lake After Hours	22	\$1.75	18
47	No	Highland & Lee to CATS Terminal transfer to 44	56	\$2.00	47, 44
58	No	Coursey & Sherwood	11	\$1.75	58

Table 11: Quality of Service Analysis - Travel to Earl K. Long Transit Hub

Bus Route	Minority Route?	Bus Stop	Travel Time (min.)	Fare Paid	Routes Traveled
10	Yes	Scenic & Evangeline to Scenic & 72 nd transfer to 72 nd & Scenic	22	\$2.00	10, 11
20	Yes	Prescott & Foster	11	\$1.75	20
41	Yes	Plank & Evangeline	13	\$1.75	41
44	Yes	Florida & Foster to CATS Terminal transfer to 20	41	\$2.00	44, 20
72	Yes	Florida & BRCC to CATS Terminal transfer to 20	35	\$2.00	72, 20
17	No	Perkins & College to CATS Terminal transfer to 20	67	\$2.00	17, 20
18	No	College & Perkins to Corporate & Energy Dr - E transfer to Corporate & Energy Dr - W	44	\$2.00	18, 23
47	No	Highland & Lee to CATS Terminal transfer to 20	65	\$2.00	47, 20
58	No	Coursey & Sherwood to Cortana Mall transfer to 54	70	\$2.00	58, 54

The analysis reveals that all routes are able to reach the top three destinations for CATS passengers within a 70-minute travel time. Because two of the top three destinations are located closer to Minority census tracts (CATS Main Transit Terminal and Earl K. Long Transit Hub), the average travel times are relatively shorter than minority census tracts. The travel times to the Cortana Mall Transit Hub are relatively similar to Minority and Non-Minority routes. The average fares paid by travelers on both Minority and Non-Minority routes to major destinations are similar, particularly due to the fact that most destinations are accessible with either a direct trip or with one transfer.

B. Passenger Loads

CATS' policy is to achieve a passenger load to seat ratio of 1.33 for fixed-route services operating in local service and 1.00 for fixed-route services operating express service on freeway segments. A review of passenger loads on all CATS sampled bus routes indicate that CATS service does not experience passenger overloads based on the passenger load standards.

As a result of both the Level of Service and Quality of Service Analyses, it would appear that Minority bus routes are receiving an equitable quality of service compared to Non-Minority bus routes in the CATS system.

IX. CONCLUSION

This report fulfills the compliance reporting requirements for Title VI as detailed in FTA Circular 4702.1B. The report detailed CATS' services, long-range planning efforts, and general reporting requirements mentioned in the circular. The program-specific requirements were addressed with a profile of their service standards and policies, along with a description of the CATS bus fleet.

The results demonstrate that CATS services a diverse population and supplies public transportation equitably to all classified races, ethnicities, and income levels.

APPENDIX A: Vehicle Inventory

**Capital Area Transit System
Fleet Management Plan
Paratransit**

Paratransit													
Vehicle Year	Model	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
2016	12 Passenger Van (3 Wheelchairs)	7	7										
2017	12 Passenger Van (3 Wheelchairs)												
2018	12 Passenger Van (3 Wheelchairs)												
2019	12 Passenger Van (2 Wheelchairs)	4	4	4	4								
2020	12 Passenger Van (2 Wheelchairs)	11	11	11	11	11	5						
2021	12 Passenger Van (2 Wheelchairs)												
2022	12 Passenger Van (2 Wheelchairs)			7	7	7	7	7					
2023	12 Passenger Van (2 Wheelchairs)												
2024	12 Passenger Van (2 Wheelchairs)					4	4	4	4	4			
2025	12 Passenger Van (2 Wheelchairs)						6	6	6	6	6		
2026	12 Passenger Van (2 Wheelchairs)							5	5	5	5	5	
2027	12 Passenger Van (2 Wheelchairs)								7	7	7	7	7
2028	12 Passenger Van (2 Wheelchairs)											4	4
2029	12 Passenger Van (2 Wheelchairs)										4		6
2030	12 Passenger Van (2 Wheelchairs)											6	
2031	12 Passenger Van (2 Wheelchairs)												5
2032	12 Passenger Van (2 Wheelchairs)												
	Paratransit Vehicles - Available	22	22	22	22	22	22	22	22	22	22	22	22
	Paratransit Vehicles - Needed	18	18	18	18	18	18	18	18	18	18	18	18
	Spare Ratio %	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%	18.2%
	Age	1.5	2.5	1.5	2.5	2.6	2.3	1.9	1.3	2.3	2.4	2.2	2.4

Blue highlight mean to buy vehicle 1.45455

Notes

- * The fleet management plan is based on 2018 operational levels.
- * Seat belts are recommended on paratransit vehicles.
- * Board's policy is to replace ADA vehicles periodically and if possible every year.

Capital Area Transit System
 Revised 2/12/21
Fleet Management Plan
Fixed Route Buses - Base Scenario

Vehicle Year	Model	Sub-fleets	Electric	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
2011	Bus - Gillig Low Floor (ARRA)	6	No	6	6	6	6	0	0	0	0	0	0	0	0
2013	Bus - Gillig Low Floor (ARRA)	1	No	1	1	1	1	1	1	0	0	0	0	0	0
2014	Bus - Gillig Low Floor	11	No	11	11	11	11	11	11	11	0	0	0	0	0
2015	Bus - Gillig Low Floor	5	No	5	5	5	5	5	5	5	5	0	0	0	0
2016	Bus - Gillig Low Floor	12	No	12	12	12	12	12	12	12	12	12	7	6	0
2017	Bus - Gillig Low Floor	12	No	12	12	12	12	12	12	12	12	12	12	8	8
2018	Bus - Gillig Low Floor	8	No	8	8	8	8	8	8	8	8	8	8	8	8
2019	Electric Bus - BYD	3	Yes	3	3	3	3	3	3	3	3	3	3	3	3
2021	Electric Bus - BYD	3	Yes		3	3	3	3	3	3	3	3	3	3	3
2022	Standard Diesel Bus														
2021	Electric 30' Bus - DT Circulator LEASED	3	Yes		3	3									
2023	Electric 30' Bus - DT Circulator	3	Yes				3	3	3	3	3	3	3	3	3
2023	Bus - Gillig Low Floor	4	No				4	4	4	4	4	4	4	4	4
2024	Bus - Gillig Low Floor	3	No					3	3	3	3	3	3	3	3
2022	Electric Bus - BYD	3	Yes			3	3	3	3	3	3	3	3	3	3
2025	Standard Diesel Bus														
2026	Standard Diesel Bus														
2027	Electric Bus	5	Yes								5	5	5	5	5
2028	Electric Bus	5	Yes									5	5	5	5
2029	Electric Bus	5	Yes										5	5	5
2030	Electric Bus	5	Yes											5	5
2031	Standard Diesel Bus	5	Yes												5
2024	Expansion Electric Buses														
2026	Expansion Electric Buses														
2027	Expansion Electric Buses														
2029	Expansion Electric Buses														
	Baseline peak vehicle requirement			44	44	44	44	44	44	44	44	44	44	44	44
	Expansion peak vehicle requirement				2	2	2	6	6	6	6	6	6	6	6
	Total peak vehicle requirement			44	46	46	46	50	50	50	50	50	50	50	50
	Fixed Route Vehicles - Total			58	64	67	71	68	68	67	61	61	61	61	60
	Spare ratio			31.8%	39.1%	45.7%	54.3%	36.0%	36.0%	34.0%	22.0%	22.0%	22.0%	22.0%	20.0%
	Average age			4.4	4.9	5.6	6.2	6.3	7.3	8.1	7.6	7.5	7.4	7.3	6.9
	Electric Vehicles			3	6	9	12	12	12	12	17	22	27	32	32
	Electric percent of fleet			5.2%	9.4%	13.4%	16.9%	17.6%	17.6%	17.9%	27.9%	36.1%	44.3%	52.5%	53.3%

Spares	14	18	21	25	18	18	17	11	11	11	11	11	10
Spare ratio	31.8%	39.1%	45.7%	54.3%	36.0%	36.0%	34.0%	22.0%	22.0%	22.0%	22.0%	22.0%	20.0%
Buses needed for spare ratio	-5	-8	-11	-15	-8	-8	-7	-1	-1	-1	-1	-1	0

APPENDIX B: Microtransit Service Equity Analysis



Microtransit Implementation City of Baker Service Equity Analysis



August 8, 2022

This analysis was conducted in compliance with Federal Transit Administration (FTA) Circular 4702.1A which requires that under Title VI of the Civil Rights Act of 1964, the Capital Area Transit System, here in referred to as CATS, shall evaluate significant system-wide service and fare changes and proposed improvements at the planning and programming stages to determine whether those changes have a discriminatory impact on minority and low-income populations.

Capital Area Transit System Board of Commissioners

Kahli Cohran, President

Linda Perkins, Vice-President

Antoinette Earthly-Pierre, Secretary

Dr. Peter Breaux, Member

Johnathan S. Hill, Member

Councilwoman Carolyn Coleman, Member

Melissa DeGeneres, Member

Patrick Downs, Member, CATS

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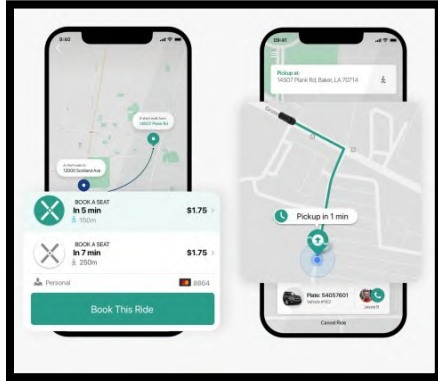
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Introduction

Capital Area Transit System (CATS) is the transit system in Baton Rouge, Louisiana. The current peak vehicles for CATS is 41 vehicles. Before COVID, CATS operated 63 peak vehicles. This was reduced when COVID restrictions were implemented and due to reduced ridership and other efficiency standards, it has not increased to over 50 vehicles. At this time CATS does not plan to be over 50 vehicles until at least 2024. However, CATS will continue to comply with the requirements for more than 50 vehicles to allow for increases in service in the future.



CATS has implemented an additional mode of service for the City of Baker. This new proposed mode of service is Microtransit and was implemented June 6, 2022 as a 12-month pilot. This additional service will be a pilot program and will be exclusively for the City of Baker. This new service

provides significantly more transit coverage for the city of Baker. This document will also provide analysis to show any impacts, if any, on low-income and minority populations.

According to the CATS Title VI Program, the following defines when a change in the transit service at CATS is considered a major service change and triggers a service equity analysis (SEA) in accordance with the regulatory requirements set forth in FTA Circular 4702.1B.

- The establishment of new bus routes or BRT routes.
- The reduction of service on a given route of more than 25% of its route miles on any bus route.
- The elimination of any bus route.
- A major modification that results in a 25% or greater reduction in the number of daily service hours provided.

The establishment of a new bus route or BRT route can be expanded to include a new mode and service area. This is the basis for this analysis.

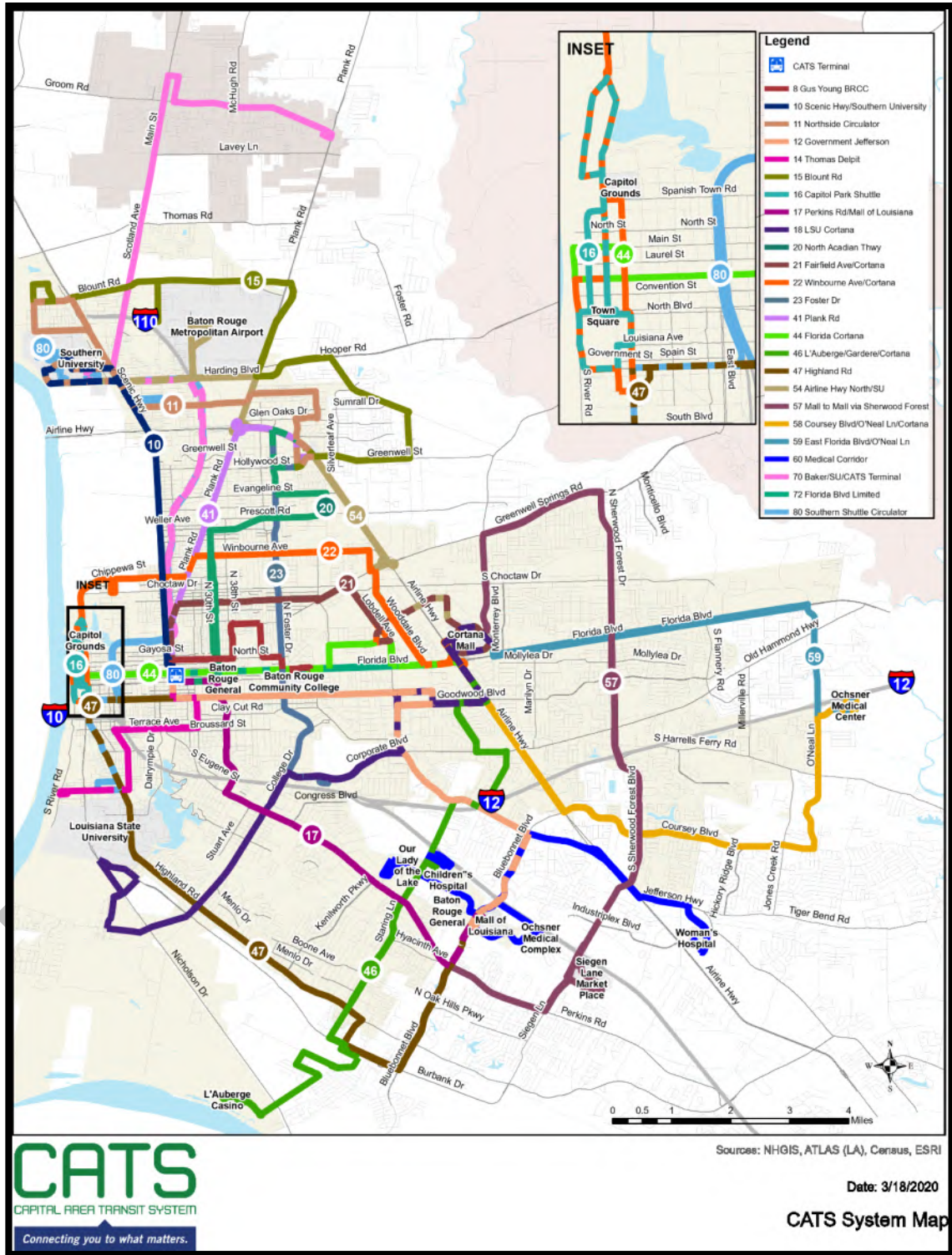
Existing Conditions

CATS currently operates 23 fixed routes in the cities of Baker and Baton Rouge. **Figure 1** depicts the System Map as of March 2020. Complementary ADA paratransit is offered within $\frac{3}{4}$ of a mile of all fixed routes.

According to the US Census Quickfacts for the City of Baker, population is estimated at 12,434 for July 1, 2021. Approximately 86% of residents identified as members of a minority population. Median household income was \$64,455.



Figure 1: CATS System Map 2020



According to the US Census Quickfacts for the City of Baton Rouge, population is estimated at 222,185 for July 1, 2021. Approximately 62% of residents identified as members of a minority population. Median household income was \$44,177.

Each year, CATS provides approximately 3.8 million trips (2019 National Transit Database) to the cities of Baton Rouge and Baker.

LYNX by CATS Microtransit Pilot Program

CATS considered serving several zones within the CATS service area for Microtransit before deciding on the city of Baker as the pilot zone. The city of Baker, with limited connections to the following Points of Interest (POI): the historically black college Southern University and the Baton Rouge Metropolitan Airport areas were considered for a microtransit pilot program. The Goodman Group was utilized to study these areas. Due to existing gaps in service and political support of city, Baker was selected as the most appropriate area to implement the pilot project. **Appendix A** includes the report from The Goodman Group and the Analysis of this report performed by Atlas Engineering. This service was implemented as a 12-month pilot project. Due to the need to complete an SEA for all changes planned for more than six months, this SEA has been created. CATS contracted with VIA to provide origin to destination service within the City of Baker. This service will expand coverage to a significantly larger number of Baker residents.

What is LYNX by CATS?

On-demand Microtransit is a flexible and dynamic demand-response mode of passenger transportation. Riders request a vehicle (typically a small van or shuttle) through a mobile app (or by calling a dispatcher) to pick them up and drop them off at a location within a defined service area. In this case, the service zone is the City Limits of Baker. There are also five Points of Interest (POI) outside the city limits of Baker where a trip can begin or end with the caveat that the other leg must be within the service zone limits. **Figure 2** depicts these locations. Microtransit is funded with funds from Federal Transit Administration (FTA).

It is important to note that the Microtransit Service will cost the same as fixed route service. The following details the specifics of LYNX by CATS Service for the City of Baker:

Service Hours:

Monday – Friday: 5:00am – 9:00pm

Saturday: 6:00am – 8:30pm

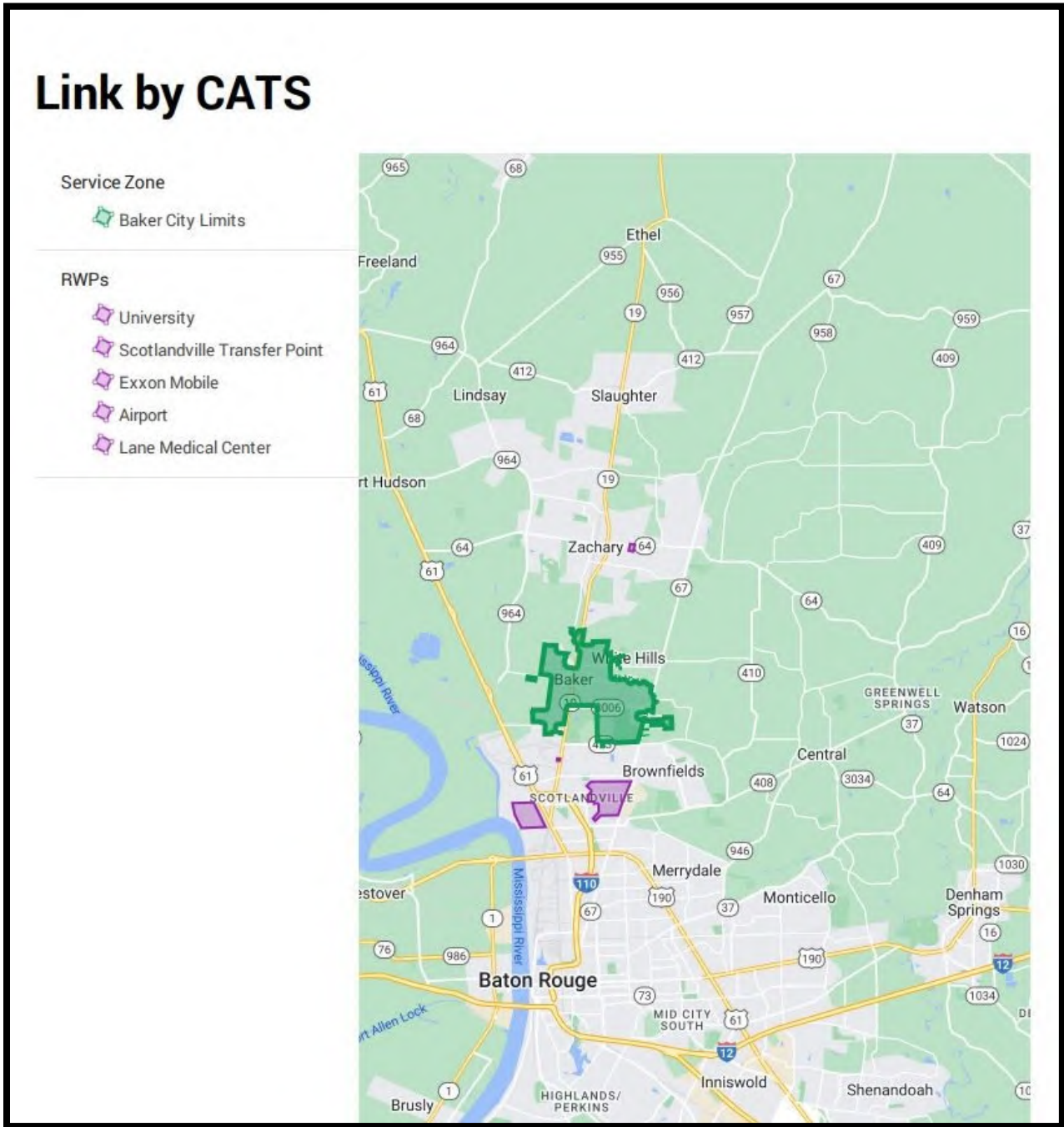
Service Zone Size:

- Approximately nine square miles (Baker City Limit), plus, five additional locations or POI outside the service zone.
- Rides can be completed to & from anywhere within zone boundaries.
- Rides to/from outside POIs must originate or end in the service zone.
- Rides can NOT go from one POI to another POI.

Points of Interest:

- Southern University (Somewhere outside of the gated parts of campus).
- Baton Rouge Metropolitan Airport: Ride can be scheduled anywhere in the airport with one designated location for pick up.
- ExxonMobil Baton Rouge Plastics Plant.
- Lane Memorial Hospital: Two pick up locations at this point of interest

Figure 2: LYNX by CATS Points of Interest and Service Zone



Source: CATS 2022

- Scotlandville Transfer Point: Scotlandville Transfer Point is also a fixed route stop where passengers can transfer to the CATS fixed route system or to the Microtransit service.

Fare Structure:

- Full Base fare: \$1.75 per trip, +1s \$0.35
- Free Rides (with driver validation):
 - Children under 5 with a paying adult
 - Southern University students
- \$0.35 rides (with driver validation):
 - Seniors (+62)
 - Youth (5-18)
 - Riders with Disabilities
 - Medicare Card Holders
- Payment methods:
 - Credit / debit card: loading a payment method via the rider app and paying electronically per ride.
 - Vouchers: no cash acceptance, solution for unbanked riders.
 - Passes:
 - 1 day pass: \$4.00
 - 7-day pass: \$19.00
 - 31-day pass: \$56.00
 - 15 rides: \$24.50

Additional Details:

- Booking Type: On Demand.
- PU/DO (Pick-Up/Drop-Off) configuration: Corner-to-corner using virtual bus stops for efficiency; curb-to-curb for WAV and limited mobility riders.
- No show timer: 5 minutes
- Max ETA: 20 minutes
- Booking Methods: Rider App, Web App, Phone Bookings
- App Language: English and Spanish
- Other Features: WAV (Wheelchair Accessible Vehicle)

LYNX's Fleet:

- Fleet size: four vehicles + one spare
- The size of the fleet was determined by the amount of anticipated demand for the Micro transit service.
- Fleet size designed to prevent average wait times of over 20 minutes.
- Four vehicles will be wheelchair accessible with one spare being able to accommodate groups larger than 5 people.
- Could change based on availability of wheelchair accessible vehicles.
- Fleet Type: Passenger Van (5 rider capacity).
- Fleet Wrap: Yes
- Vehicle Parking / Storage Location: Baker City Police Department/Baker City Fire Department.
- Fleet Cleaning: 1x per week vehicle deep clean w/ CDC-approved disinfectant.

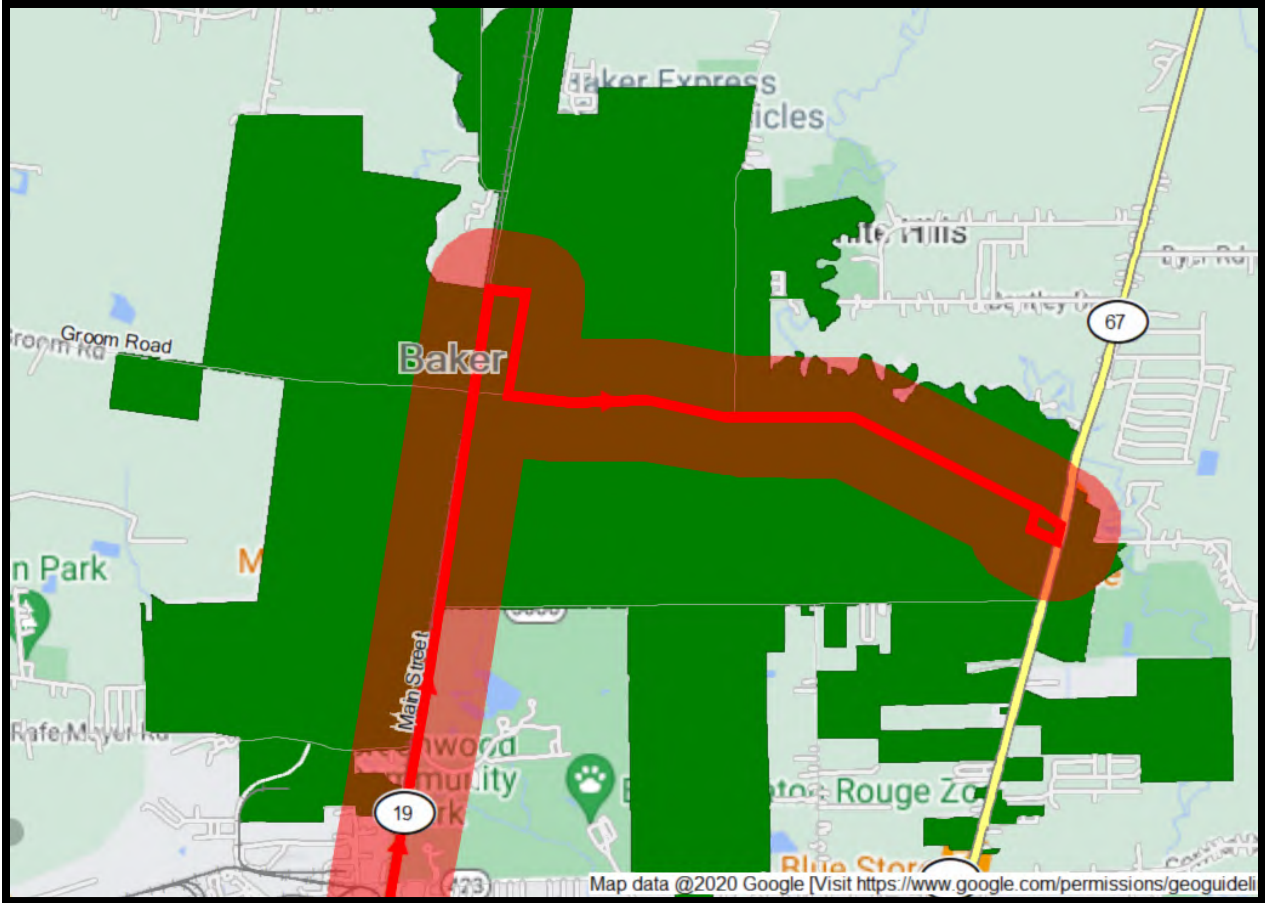
LYNX Marketing:

- Social Media
- City of Baker events and posters

Equity Analysis

With the implementation of LYNX by CATS, the area served in Baker will increase by 261 percent from 2.3 square miles (Route 70 ¼ mi buffer) to 8.3 square miles (City of Baker Boundary). With the increase in area served, there will also be an increase in the number of minority and low-income population served. Since there will be no other changes to the system, there will be a net positive to overall service to the CATS system. **Figure 3** depicts the geographic area currently covered vs. the area that could potentially be covered by Microtransit. It is assumed that a pedestrian will walk up to ¼ mile to reach a bus stop. Therefore, there is a ¼ mile buffer around the Route 70 to depict the current service area.

Figure 3: Transit Coverage in Baker



Source: Atlas 2022.

Disparate Impact and Disproportionate Burden Analysis

According to the CATS Title VI program, the following threshold is one that defines when a service change would have a disparate impact on minority communities. “If the percentage of minority passengers on an affected bus route is greater than the transit system’s minority ridership by bus route classification.” In addition, the threshold that this change will demonstrate that disproportionate burden on low-income is if the percentage of low-income passengers on an affected bus route is greater than the transit system’s low-income ridership by bus route classification. Route 70 is considered a minority route as well as a low-income route.

To find the population statistics for the City of Baker Boundary and Route 70 Boundary (within Baker) multiple sources were used to compile this information. For the area measurements, GIS was used to measure the boundaries of Baker and Route 70. Minority population data was pulled from Census Quickfacts for the City of Baker.

Finally, the Low-Income statistics were calculated using the 2020 American Community Survey (ACS) Block Group Data. For data integrity, 17 block groups were used measuring a total area of 26.4 square miles. These data were compiled and are displayed in **Table 1**.

Table 1. Baker Population Served Information

Baker Population Information	Route 70 (In Baker Boundary)	Baker (Entire Boundary)
Area (Square Miles)	2.3	8.3
% of Baker Boundary	27.80%	100%
Total Population	3,431	12,343
% Minority Population	85.7%	85.7%
Minority Population	2,941	10,578
Total Households	1,333	4,796
% of Low-Income Households	24.4%	24.4%
Low-Income Households	325	1,168

Source: 2020 Census ACS 2020-5 Year, Census Quickfacts, GIS Measurements

With the potential expanded service area in Baker, a greater number of Minorities and Low-Income Household will have access to transportation services provided by LYNX. **Tables 2 and 3** display the potential increase in the population of minorities and low-income Households served that will result from the potential increase in service area.

Table 2. Change in Baker Minority Population Served

Baker Minority	Population With Access (Route 70)	Population With Access (Microtransit)	Difference
Minority	3,180	11,439	+8259
All Residents	3,457	12,434	+8977

Source: Census Quickfacts

Table 3. Change in Baker Low-income Households Served

Baker Low Income	Households With Access (Route 70)	Households With Access (Microtransit)	Difference
Low Income Households	325	1,168	+844
All Households	1,333	4,796	+3463

Source: 2020 Census ACS 2020 5-Year, Census Quickfacts

Marketing and Public Involvement

CATS and the City of Baker both have a vested interest in communicating to the citizens of Baker the benefits of LYNX by CATS coming to their city. In order to facilitate this information campaign, CATS and VIA staff were invited and aired an information session on the public access television channel. This ran for a month and was available through other social media accounts of the City of Baker and CATS to include Facebook and YouTube. In addition, a ribbon-cutting ceremony was held at City Hall on June 6th. June 7th was kick off day and staff was out in the community answering questions. Appendix B has all marketing materials utilized in the information campaign. Posters were given to community organizations and posted at several businesses. The service was available for free until September 1, 2022. Push notifications are going to each individual who downloads the app in order to ensure all potential customers are aware of any changes to service.



Results/Conclusion

The service area will be expanded with additional service without any reduction or changes to the current service. In addition, the cost of the service will equal existing one-way ticket on fixed route (\$1.75) with better origin to destination service for the rider. This will lead to a net benefit to all citizens for the City of Baker. As previously stated, approximately 86% of residents of the City of Baker, as of July 1, 2021, are members of a minority population. With this, the amount of the median household income was \$64,455. By implementing LYNX by CATS, the City of Baker will have an increase of service area by 261 percent from 2.3 square miles to 8.3 square miles (City of Baker Boundary). With the potential increase in service and service area, there will be the potential for increase in service for the Low-income and Minority population.

This Microtransit Implementation analysis shows that it will have zero disparate impact and disproportionate burden on the community's minority and low-income citizens respectively. An additional 8,259 minority residents have access to Microtransit. Due to the low percentage in the general population of Baker (24%), only an additional 844 low-income households have access to Microtransit. The above analysis shows that the implementation of Microtransit for the city of Baker results in a significant benefit to the low-income and minority communities.

APPENDIX A



REVIEW OF SUB AREA ON-DEMAND PROJECT

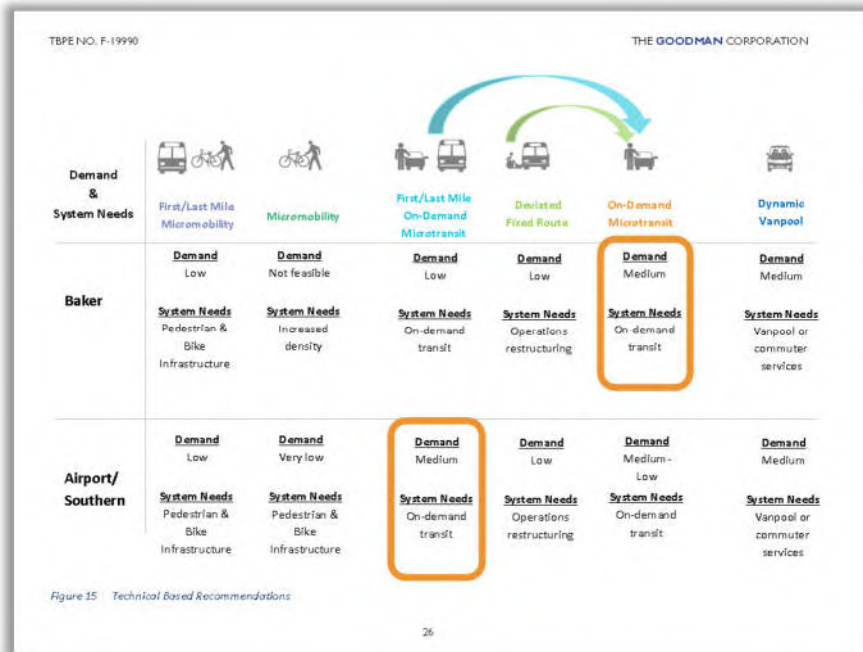
Linda Lockhart, with Atlas Engineering conducted a review of the technical memorandum, completed by The Goodman Corporation, to assess and determine whether the findings support a pilot microtransit project. And if they support pilot microtransit, then what is the right-sized solution. Below, is a summary of her findings.

1. Accessible Transit Existing Conditions Technical Memorandum:
 - *The Existing and Planned Mobility Initiatives section neglects to include the BRT project that is adjacent to the study area.*
 - *The Case studies section does not include Arlington, TX that is cited in the other technical Memorandum 3 as the example of On-demand Microtransit, along with no general description of the service. (See pg. 7 of Tech. Memo 3)*

2. Public Engagement Technical Memorandum:
 - a) *The Operator survey is vague, and the results are not specific to the study area.*
 - b) *The Rider and General Public Survey did not produce relevant results as there were only 33 responses, and only 16 of those responses stated they traveled within either subarea. As Percentages are taken from the 16 responses, it results in less than ten individuals that stated there was a desire for the proposed service.*
 - c) *Questions 1 & 2 ask if individuals have traveled to/from or within the City of Baker or the Airport Southern area. We are unable to distinguish from which area the individuals are traveling using these responses.*

3. Accessible Transit Options & Travel Demand Technical Memorandum:
 - a) *The on demand microtransit example used, is from Arlington, TX, but there is no information about the service.*
 - b) *On Pg. 27, the methodology used for the travel demand analysis is not well thought out.*
 - c) *The mapping from the travel demand model is included along with the Traffic Analysis Zones, but they are never referred to in the text.*
 - d) *There are references to LOCUS data, travel demand output and the methodology that is used should not be located in an appendix.*
 - e) *In regard to the references of figures, there are several that are missing.*
 - f) *For Figure 7, it is sourced as CATS Fall 2019 on-board survey which cannot be found in the text. Many other tables and figures are missing source data.*
 - g) *On Page 23 of this technical memorandum, it states that, "Baker is much more suited for on-demand microtransit than the Airport/Southern Sub Area." As it stands, this supports our recommendation on how we should move forward.*

According to the figure below, (illustration is from the Technical Memorandum) the study does not support treating these two sub-areas with one approach. The needs and demographics are very different, which cannot be configured into one category.



4. Benefit/Cost Analysis Technical Memorandum:
 - h) The costs are not broken down by each zone and neither are the impacts/benefits.
 - i) The trip projections are overreaching. (125 trips per day/365 days per year/190 trips per day)

5. Implementation Plan Technical Memorandum:
 - a. On Pg. 6 regarding the operating plan, I find that more research should be done to make sure that people are not trying to get downtown at times other than the proposed service span would get them there.
 - b. Mirror the fixed-route service span that the on-demand zone would service.
 - c. The funding sources, detailed in this tech memo, have been allocated and using them would require cutting existing services that are already reduced due to the COVID-19 pandemic.

PROPOSED RIGHT-SIZED PILOT PROJECT.

The proposed pilot project should be implemented in the service Area City of Baker.

Purpose and Need:

1. The City of Baker pays millage to CATS and has very little existing transit service.
2. The mayor wants to support transit and therefore, the city would contribute financially and will assist with marketing.
3. The Goodman report supports microtransit/on-demand service in this area (see graphic above).

DECEMBER 2020

TECHNICAL MEMORANDUMS

1. Accessible Transit Conditions
2. Public Engagement
3. Accessible Transit Options & Travel Demand
4. Pedestrian Transit Access
5. Benefit/Cost Analysis
6. Implementation Plan

Capital Area Transit System (CATS)
Sub Area On-Demand Project

Completed for:

CATS
CAPITAL AREA TRANSIT SYSTEM

Completed by:



THE GOODMAN CORPORATION

DECEMBER 2020

TECHNICAL MEMORANDUM

Accessible Transit Existing Conditions

Capital Area Transit System (CATS)
Sub Area On-Demand Project

Completed for:



Completed by:



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BACKGROUND

The Capital Area Transit System (CATS) Baker and Airport/Southern Zone Sub Area On-Demand Transit Plan (Plan) evaluated public transportation services in the City of Baker and the Airport-Southern sub areas located within the Baton Rouge Metropolitan Statistical Area, in Louisiana. Figure 1 illustrates the two sub areas. This planning effort aimed to explore the feasibility of implementing accessible transit solutions where conventional transit may not be suitable due to segregated land uses and the unavailability of a robust pedestrian network. Accessible transit services are defined as non-traditional public transportation options such as bike-sharing, car-sharing, electric scooter, and on-demand transit or microtransit.

To understand whether the sub areas have the appropriate conditions to support accessible transit solutions, a thorough review of existing conditions was completed. This included a review of socio-economic factors, of existing and planned initiatives at the local, regional, and state levels, and a peer review of several case studies of other cities that have successfully implemented on-demand transit. This technical memorandum summarizes this information and highlights the findings.

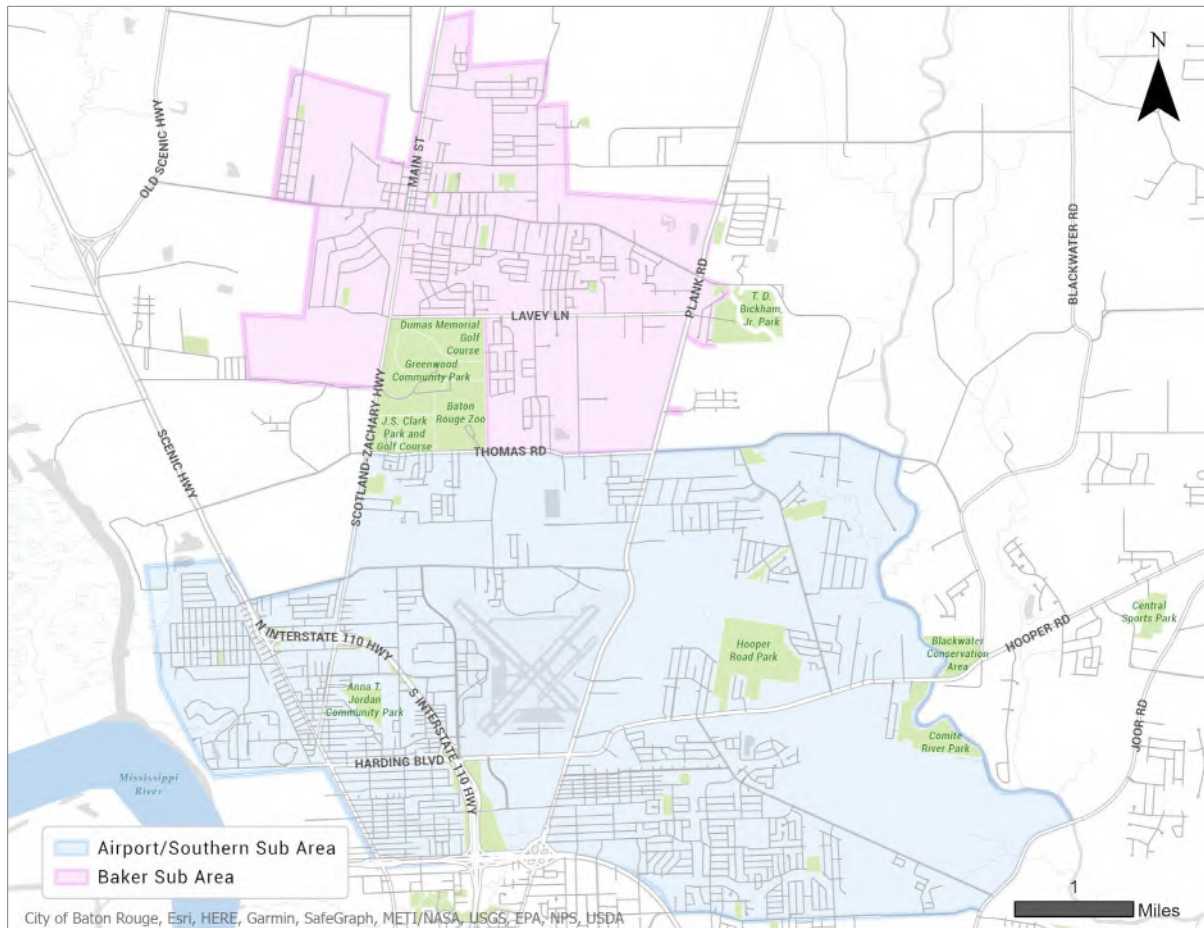


Figure 1 CATS Sub Area Transit Plan - Study Area

DEMOGRAPHIC COMPOSITION

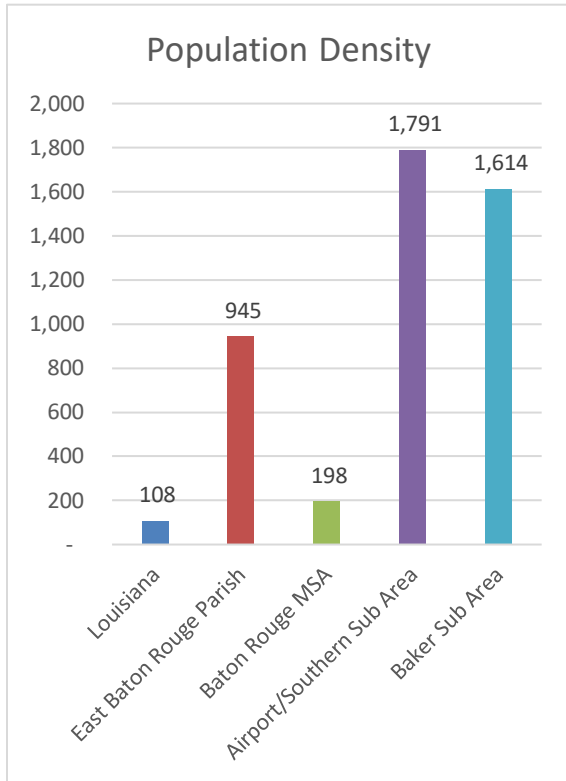


Chart 1 Population Density

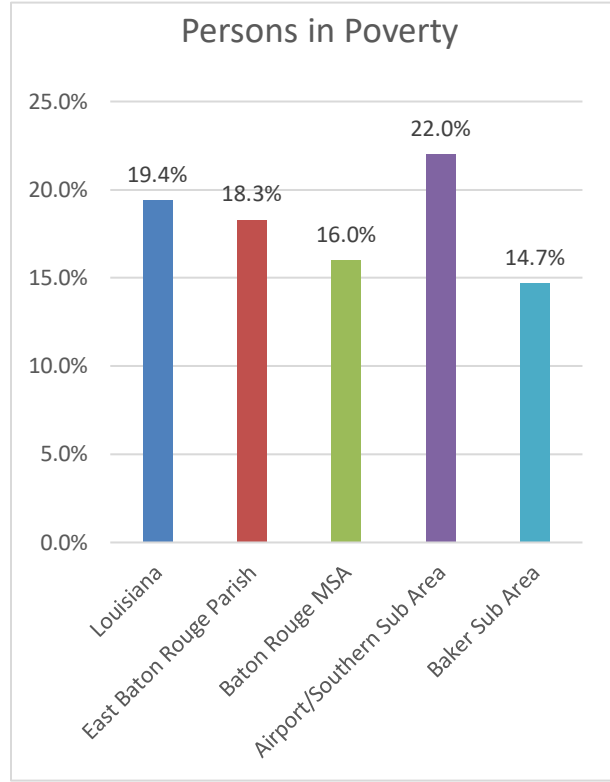


Chart 2 Persons in Poverty

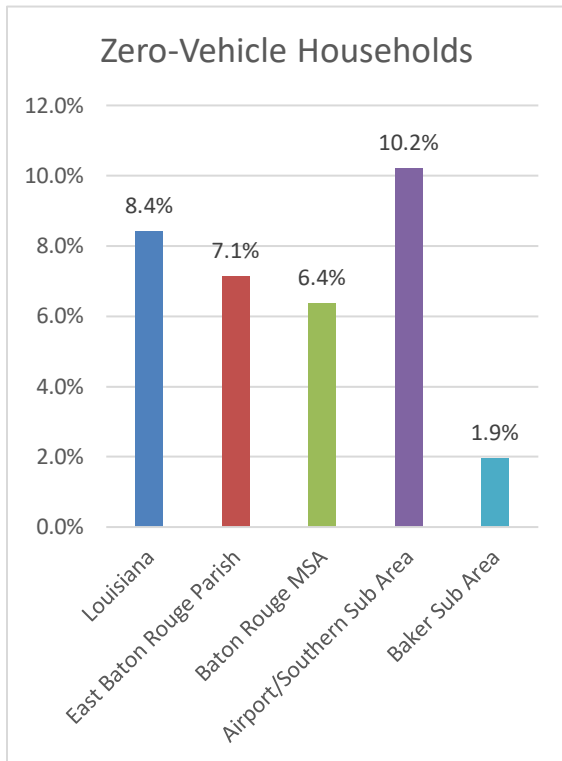


Chart 3 Zero-Vehicle Households

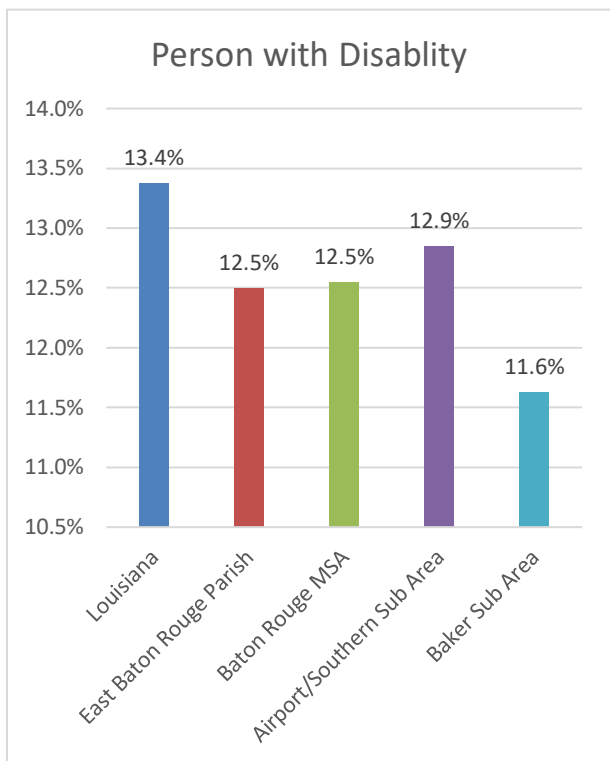


Chart 4 Person with Disability

Understanding demographic composition of the sub areas is vitally important to determine which, if any, accessible transit option would be a strong candidate for a pilot program. Historically, most transportation systems have been designed for transit-dependent riders. Public transportation commuters more often have disproportionately lower incomes than commuters that choose automobile. According to the United States Census Bureau, a total of 13% of U.S households have household incomes of less than \$15,000—21% of these households are transit-using households. Therefore, to increase underserved communities' access to jobs, educational opportunities, grocery stores, health care and other critical services, improving first-mile/last-mile connections to transit is paramount.

According to the 2014-2018 United States (US) American Community Survey (ACS), the population density for the City of Baker and Airport/Southern sub areas is 1,614 and 1,791 people per square mile, respectively. These densities are comparable to the average population density inside U.S. cities (about 1,600 people per square mile) (Cohen, 2015). Chart 1 shows that these densities are much higher in relation to East Baton Rouge Parish and the Baton Rouge Metropolitan Statistical Area.

Moreover, in terms of poverty, the City of Baker and the Airport/Southern sub areas have roughly 15% and 22% of people living in poverty, respectively. Roughly 19.4% of people in Louisiana live in poverty (Chart 2). Households with no cars account for 1.9% and 10.2% of the total populations of City of Baker and Airport/Southern sub areas respectively (Chart 3). Persons with disabilities account for 11.6% and 12.9% of the total populations of City of Baker and Airport/Southern sub areas, respectively (Chart 4).

These socio-economic indicators while general are further explored in the next section in more granularity through a Transit Need Index (TNI) analysis. A TNI was developed for the CATS sub areas to identify areas in higher relative *need* of public transit services using economic and socio-demographic information and a composite (Figure 2).

Transit Need Index (TNI)

The TNI is a tool to assess transit need based on weighting demographic characteristics to formulate a score that represents the relative need. The score is calculated for each census block group, using data from the 2014-2018 US ACS. The TNI uses a number of factors that are weighted relative to each other for the block groups in the sub areas. Depending on where it ranks compared to other census block groups in the area, each census block group scores 5, 10 or 15 for each factor.

A list of factors and the weights used for the sub areas are listed in Table 1.

<i>Category</i>	<i>Weight</i>
Population Density	20%
% Households Without Car	20%
Population over 65	15%
People with Disabilities: 18-64	15%
Children	10%
Median Household Income/Poverty Level	20%

Table 1 Transit Needs Index Factors and Weights

The scoring index is explained in Table 2 below.

<i>Score</i>	<i>Need Level</i>
7.0-7.90	Moderate Transit Needs
8.0-9.9	Significant Transit Needs
10.0-11.9	Substantial Transit Needs
12.0-13.9	Major Transit Needs
14.0-15.0	Acute Transit Needs

Table 2 Transit Needs Index Scores

The Transit Need Index values for the CATS sub areas are shown in Figure 2 and illustrates major to acute transit need for block groups on the south side of the Airport/Southern sub area. City of Baker’s substantial transit need is centrally located along Lavey Lane. This indicates the need to improve access to public transportation services in the sub areas.

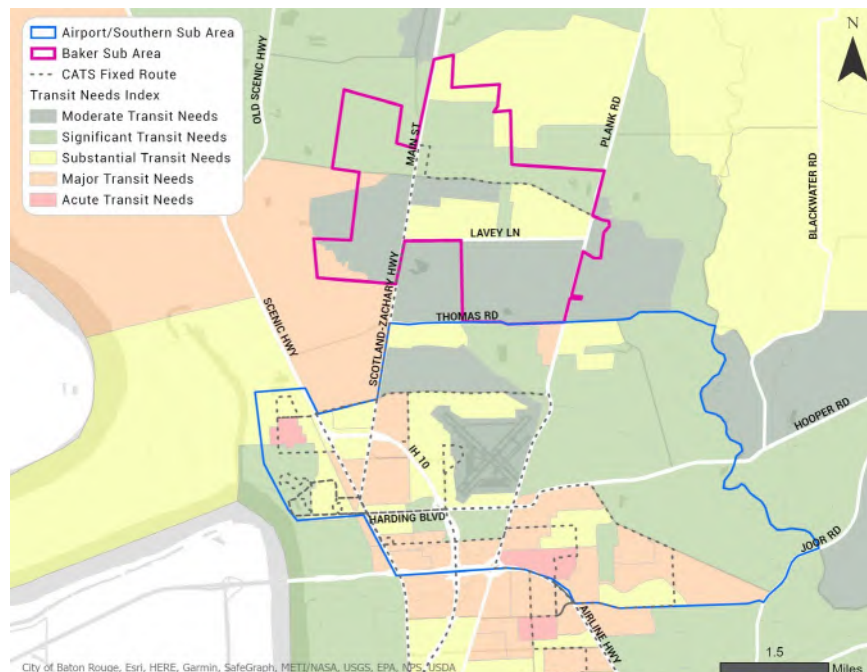


Figure 2 CATS Sub Areas Transit Need Index

Business and Civic Density

ArcGIS Online Business Analyst was used to illustrate business and civic densities in the sub areas (Figure 3). Figure 3 illustrates City of Baker’s businesses and civic points of interest concentrated along the two major roadways: Scotland-Zachary Highway and Plank Road. For the Airport/Southern Sub Area, businesses and civic points of interest are located at the intersections of Airline Highway and Plank Road and Harding Boulevard and Scotland-Zachary Highway. This analysis does not take into account Southern University just west of Scenic Highway.

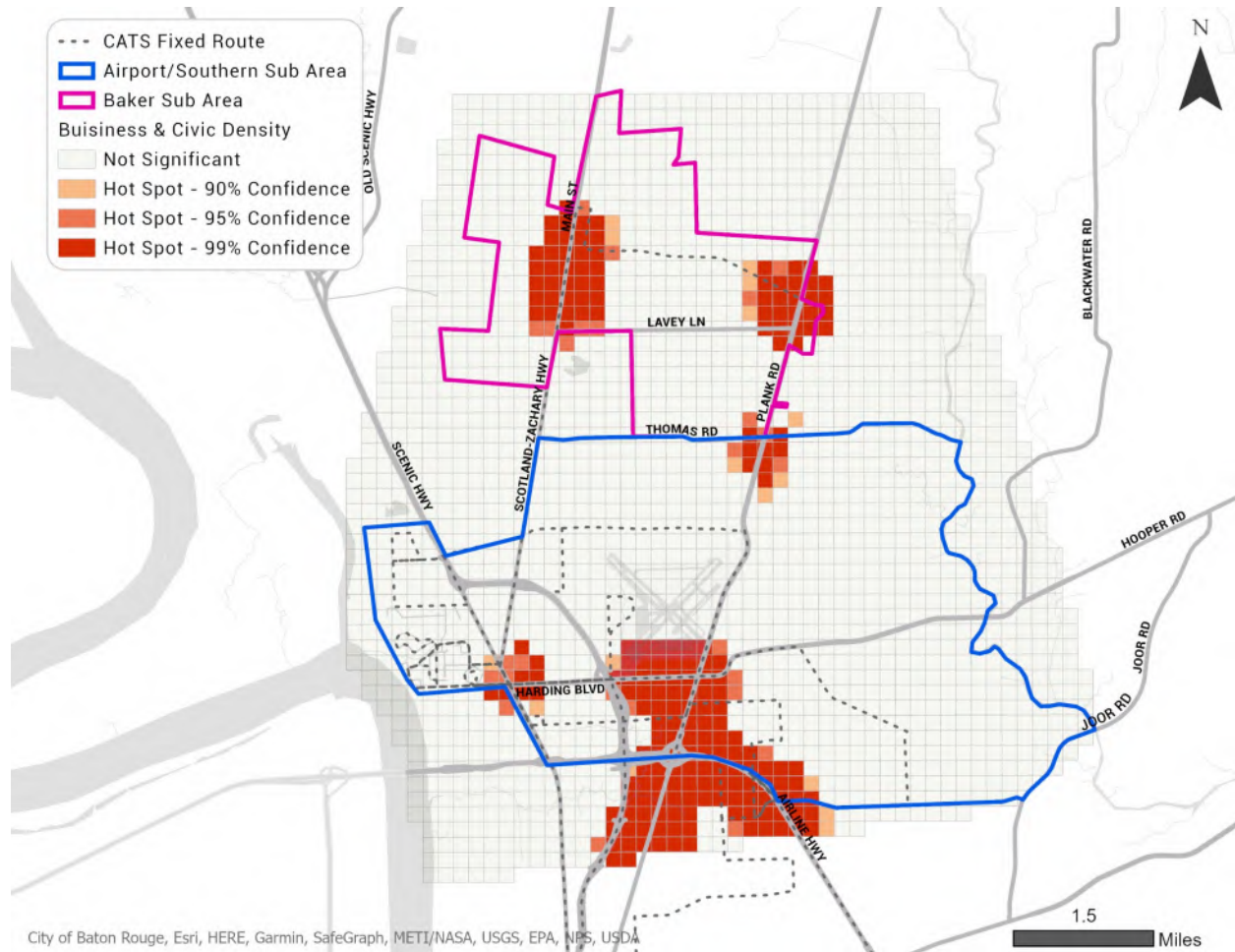


Figure 3 Study Area Business and Civic Density

Household Density

Figure 4 uses 2014-2018 US ACS data and depicts household density at the block group level. The City of Baker's household density is highest in between Plank Road and Scotland-Zachary Highway. The Airport/Southern Sub Area's highest density of households is located mostly west, south and southeast of the airport.

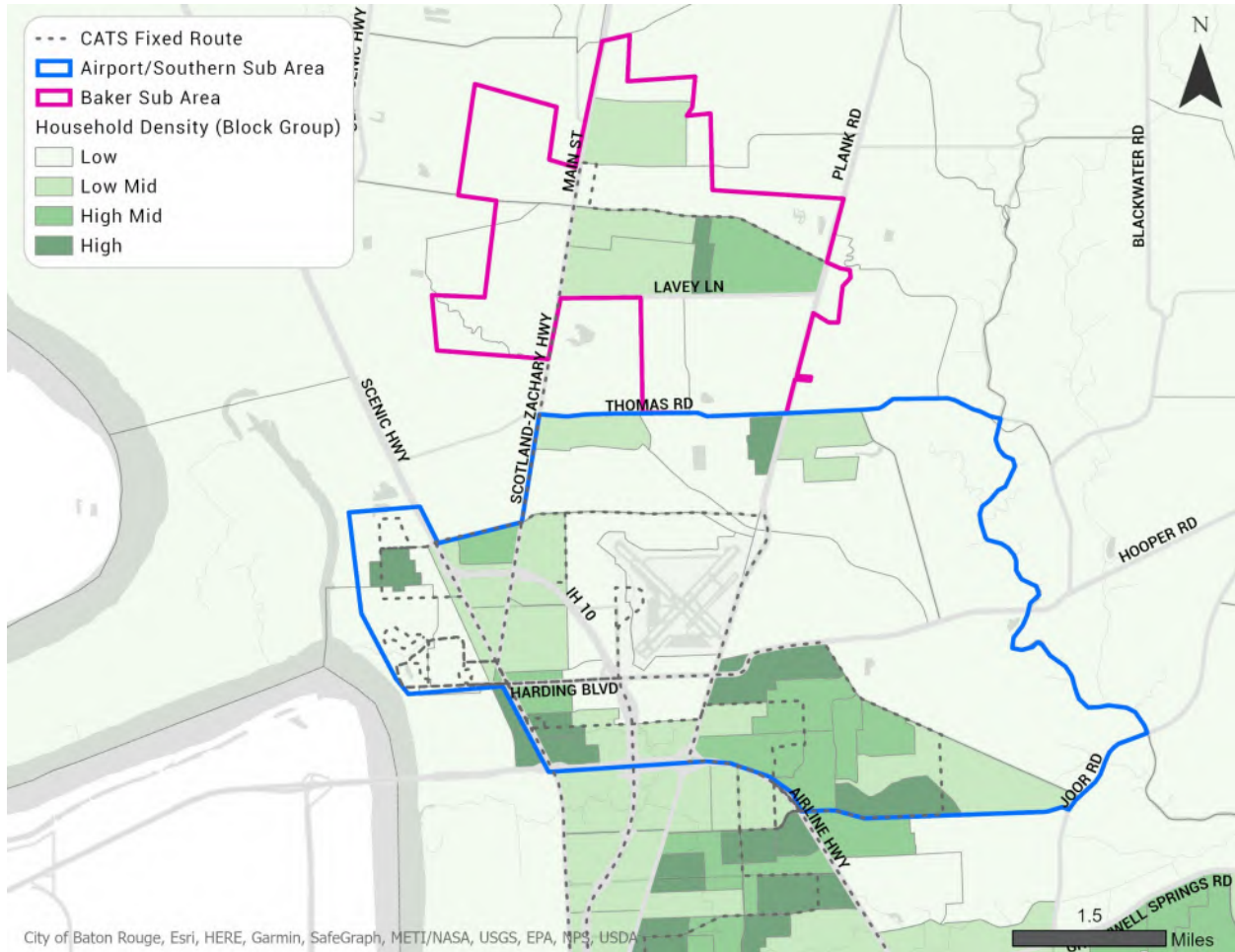


Figure 4 Study Area Household Density

Origin and Destination Needs

Figure 5 shows the concentration of major employers in both sub areas in relation to business and civic hot spots, household densities, and current CATS fixed route services. There is an overlap of all the elements mapped.

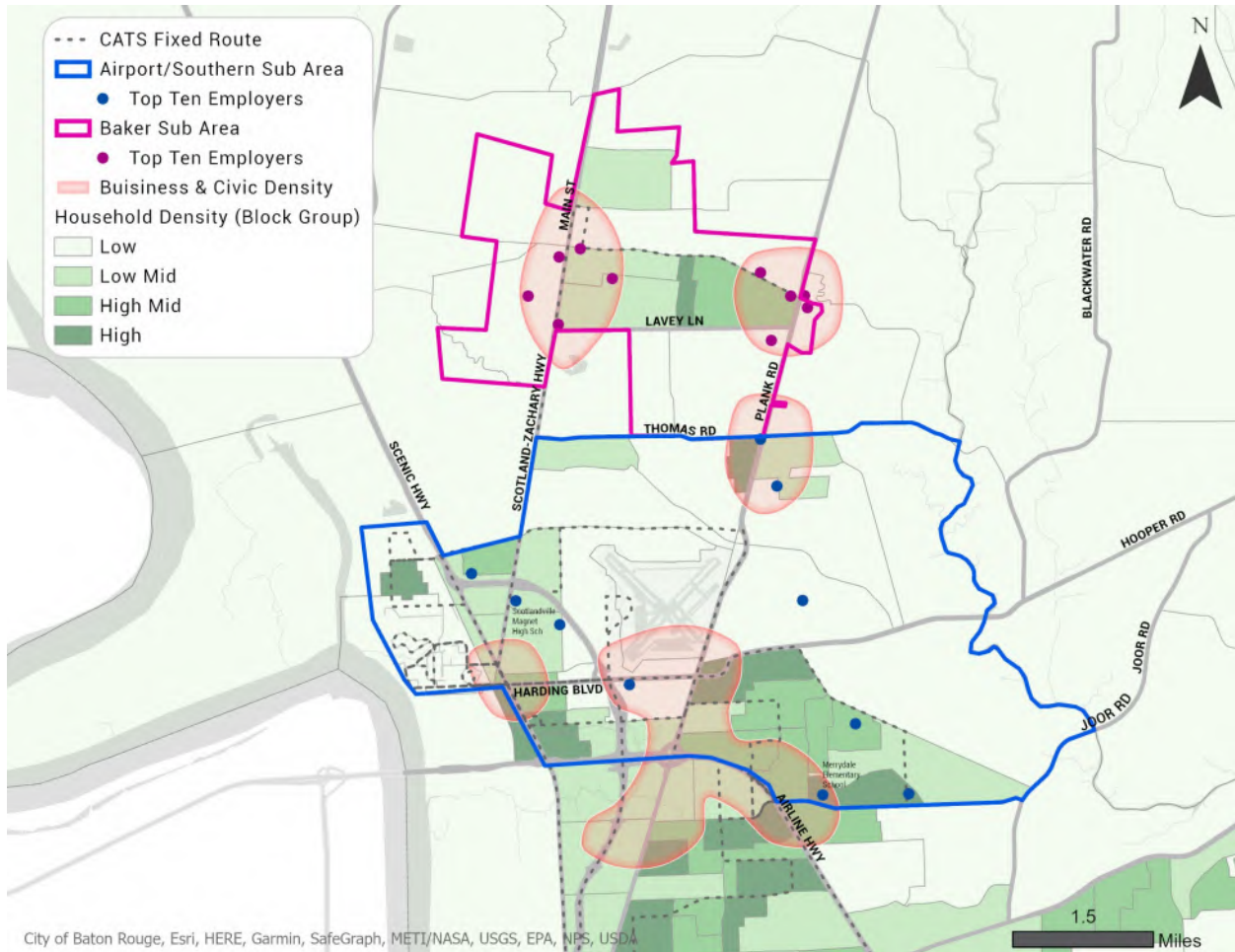


Figure 5 Sub Areas Top Ten Employers, Business and Civic Density, and Household Density

EXISTING AND PLANNED MOBILITY INITIATIVES

The review of various planning efforts at the local, regional, and statewide levels revealed overlapping transportation goals and priorities affecting the different geographies. Accessible transit options as short-term solutions would enhance first-mile/last-mile connectivity in the sub areas as well as fulfill many of the transportation goals outlined in many of these plans. A brief overview of these studies is provided below:

Louisiana Statewide Transportation Plan (2015)

The Louisiana Transportation Plan identifies transportation projects across the state. The plan uses a performance-based approach and prioritizes projects based on factors such as geographic balance, equity, and local support. The plan promotes transit as an integral mode to support an efficient multi-modal transportation network. It includes a list of high-cost capacity enhancement projects that are of major interest, including CATS' Plank Road Bus Rapid Transit project that would serve the Airport/Southern sub area. LA 67, also known as Plank Road, runs along the east side of the city from Baker to Clinton. The \$70-million project, currently unfunded, consists of widening Plank Road from two to four lanes and adding bus rapid transit—one of CATS' pilot projects in East Baton Rouge. Plank Road has also been identified as a pilot for transit-oriented development (TOD) in Baker.

Move 2042

The Metropolitan Transportation Plan (MTP) (“MOVE 2042”) is the long-range plan for the Capital Region Planning Commission (CRPC), the Council of Governments or Metropolitan Planning Organization serving East Baton Rouge and ten other parishes. The MTP fulfills the Federal Department of Transportation requirements under MAP-21 and the FAST Act. MOVE 2042 guides transportation planning and identifies project priorities for transportation issues in the Capital Region. Move2042 allocates 11.5% of the MTP’s annual budget on mass transit (bus and rail projects) and almost 50% to building new wider roadways and roadway maintenance.

***Plan, Build, and Grow
While Efficiently
Moving People and
Goods in the Capital
Region.***

– MTP’s Vision

Implementing accessible transit solutions that are context-sensitive for their communities to provide residents with greater access to quality transit service supports MTP’s Livability goal and strategies. Additionally, providing access to reliable and convenient transportation to vulnerable populations to facilitate job access supports the MTP’s Equity goal and strategies.

Capital Region Mobility Strategy (CRMS) 2016

Capital Region Industry for Sustainable Infrastructure Solutions (CRISIS) developed the Capital Region Mobility Strategy (CRMS) in 2016 in response to growing concerns about transportation in the Baton Rouge area.¹ This effort recognized that inadequate transportation infrastructure is hindering economic development and causing the Capital Region to lag.

CRMS points towards congestion as a prioritized regional issue which in turn negatively impacts commuters, deters freight efficiency, and hampers the region's businesses' competitiveness. Population growth has become more decentralized, resulting in a growing disconnect between where people live and where they work, resulting in longer commutes and increased load on our transportation networks. **The strategy's transit related mobility goal is to provide shared transit services to promote lower vehicle miles traveled (VMT) per capita, gathering critical mass for the feasibility of mass transit options and further environmental justice.** Currently, most of the effort and resources in the region are channeled towards regional vanpool options, TOD Station area plans, and regional rail projects.

FUTUREBR East Baton Rouge Comprehensive Plan

FUTUREBR calls for a shift in how land use, transportation priorities, and decisions are made in the East Baton Rouge region. The region is congested, and conditions are projected to worsen in the next 20 years if the current approach to land use and transportation does not change.

FUTUREBR's transportation vision encourages the development of a multi-modal system that recognizes the need for additional roadway facilities while also realizing that the needs of transit users and pedestrians must be met and that mode choice can help offset some of the vehicular congestion issues throughout the Parish. One of the plan's actionable items includes **using technology so that on-demand transportation can be used to eliminate first mile/last mile barriers and encourage additional transit ridership.**

CRPC Transportation Improvement Program (2018-2022)

The Transportation Improvement Plan (TIP) is a short-term plan and required deliverable of the Metropolitan Planning Organization. The TIP includes projects from the MTP that are approaching construction within a five-year period. Although the TIP does not include any projects in either sub area, there are two proposed projects just outside the City of Baker's city

¹ CRISIS is a businesses' coalition in the Greater Baton Rouge that consists of the presidents of the five parishes that make up the Capital Region – East Baton Rouge, West Baton Rouge, Iberville, Livingston, and Ascension. Their goal is "to support economic growth and productivity in the region by advocating for the effective movement of employees, customers, and goods."

limits that could impact transportation: Wimbush Drive to Lower Zachary Road and LA 67 from US 61/190 to LA 3006.

CATS Strategy Plan 2017-2022

CATS developed a strategic plan to guide the agency's work to improve Baton Rouge through safe and reliable transit while supporting the City's long-term workforce and economic development needs. The plan highlights the agency's strategic priorities and goals. **Implementing accessible transit solutions in the sub areas would support CATS goals of safety, service quality and reliability by providing more frequent and reliable service.**

CATS Investment Plan

The Capital Area Transit System's Five-Year Capital Improvements and Investments Plan (CIIP) outlines goals for projects, vehicle acquisition, and funding to help the agency meet the goals of its Strategic Plan. The CIIP plan serves as a living document that is updated as projects come to fruition, plans are altered to enhance the service and funding becomes available. It evaluates projects based on system accessibility, improved business efficiency, improved work environment, enhanced safety and security, enhanced agency profile, stakeholder considerations, and funding availability.

This Plan highlights the agency's disposition to champion large-scale transit solutions like Bus Rapid Transit, Transit Oriented Development pilot programs, and regional rail. CATS' projects include the installation or replacement of 500 transit shelter across CATS service areas; three (3) BRT pilot projects along Plank Road Corridor, Florida Boulevard, and Nicholson Drive; and three (3) multi-modal transportation centers and transit hubs. These projects do not have an allocated funding source. **While these large-scale projects are necessary long-term investments, implementing accessible transit solutions as short-term pilot programs would enhance first-mile/last-mile connectivity in the sub areas, connecting more people to transit.**

Baker United Strategic Recovery Plan (2018)

The Baker United Strategic Recovery Plan ("Baker United") is the city's plan for recovery. Its goal is to create a "stronger, safer, and more resilient future." Baker United aligns with the federal National Disaster Recovery Framework. The plan promotes more walkable and bikeable neighborhoods and Transit Oriented Development (TOD) development. However, this effort did not identify public transportation improvements. Most of projects under infrastructure revolve around stormwater mitigation and hazard response.

Baker Bike and Pedestrian Plan

The Baker Bicycle and Pedestrian Master Plan is a component of the Baker United Strategic Recover Plan. The goal of the Bike and Pedestrian Plan is to promote connectivity, increase access to multi-modal facilities, and improve safety for bicyclists and pedestrians in the City. The plan proposes bicycle and pedestrian facilities to be implemented in the next 30 years. **Although, project prioritization of the pedestrian and bicycle facilities did not consider proximity to transit stops or fixed route service, the realization of this plan's recommendations would allow residents better and safer access to fixed-route transit.**

Baker Transit Oriented Development

Baker Transit-Oriented Development is a joint project between the City of Baker, CATS, and Capital Region Planning Commission (CRPC). The City will leverage the BRT along Plank Road on the western side of Baker to pilot the first Transit Oriented Development on the Bethany Convention Center Development District. This TOD site has also been identified by Baker United under key economic development projects and CATS Strategic Plan as Baker's Park and Ride site. The proposed site layout shows a mixed-use development facing Lavey Lane and Plank Road. Proposed uses include offices, retail spaces, and hotels along with a diverse set of community spaces for gathering and events.

Southern University & Scotlandville Community Plans

The Scotlandville Neighborhood Plan and the Southern University Master Plan are being done in conjunction and will connect the Southern University campus with the surrounding community. These planning efforts will provide a framework to spur housing and mixed-use development to support the university and adjacent neighborhoods. Multimodal transportation opportunities, traffic flow into the university, and signage will also be included.

A community survey has highlighted the following transit related improvements: better public transit; more direct connections between Scotlandville, downtown, LSU and shopping area; **improve access to transit**; and connect neighborhoods to proposed Plank Road bus rapid transit.

COLLECTION OF CASE STUDIES

A review of peer cities that have piloted on-demand transit was completed to better understand best practices and considerations in evaluating areas for successful implementation of this type of service. Key findings that emerged include:

- On-demand transit can be a public transit alternative in areas where under-performing bus routes have been eliminated or consolidated due to inefficient land uses or road network.
- On-demand transit pilot programs has proven successful in sub areas experiencing growth, where an emerging employment base increases the need for additional access to fixed-route bus service.
- As a first-mile/last-mile service, on-demand transit is often free of charge for those that transfer to/from the fixed-route service.

MetroLink Pilots in Innovation Zones, Austin, Texas

In June 2018, Capital Metropolitan Transportation Authority (Capital Metro)² began a **pilot program to offer on-demand service in areas where under-performing bus routes were eliminated or consolidated** as part of their Cap Remap network redesign. These areas, identified as “Mobility Innovation Zones,” are areas where Capital Metro would operate using new alternative transportation services such as flex routes, transportation network companies (TNCs), microtransit, vanpools, carshare, or destination shuttles rather than using traditional fixed-route services. **The land use and road network in these zones made it very difficult to provide cost-effective service with the traditional 40-foot bus.**

The initial pilot service used RideAustin to connect customers in a specific “Innovation Zone” to two Capital Metro bus stops within said zone. In October 2018, the pilot expanded to three new zones. **The service was free of charge for Capital Metro costumers and provided first-mile/last-mile transit connection to specific bus stops within the Innovation Zones.**

In 2019, Capital Metro partnered with VIA to launch *Pickup*, an on-demand transit service that takes multiple riders heading in the same direction and books them into a shared vehicle. This new service is not limited to first-mile/last-mile connections to bus stops, but it offers on-demand door-to-door transportation. *Pickup* serves the four areas included in the MetroLink pilot program. A single ride costs \$1.25, the same charge as a Single Ride pass used to take MetroBus and MetroRapid services.

² Capital Metro is the public transit agency serving the Austin metropolitan area.

COTA/PLUS, Columbus, Ohio

The Central Ohio Transit Authority (COTA) added an app-based micro-transit service, COTA Plus, to its existing fleet of services of fixed-route buses, bus rapid transit, and paratransit services.³ The micro-transit service is provided by VIA in vehicles with a capacity between 6-9 riders. The service is available from 7:00 a.m. to 8:00 p.m., seven days a week. Trips to or from a bus stop/commuter park & ride are free. Trips from an origin to a destination, the base fare is \$3.

The service was first launched in Grove City, a southwest suburb of Columbus, in July 2019 as a service where customers can request on-demand rides via a mobile app. The Grove City micro-transit zone in COTA is approximately 2 miles by 3 miles. This zone has a fixed route bus service (Route #3) and a Park and Ride. In the early days of the pilot, the COTA Plus service was only available near activity centers or major destinations. **Zones or areas experiencing high growth were targeted to pilot the program. Grove City was selected as a pilot because of its emerging employment base and the need for additional access to fixed-route bus service.**

COTA Plus has recently expanded its on-demand service pilot program into Westerville (northeast suburb of Columbus) and Northeast neighborhoods of Columbus. The new service area adds up to a total of 16 sq mile area. In April, COTA suspended Lines 25, 35, and 45 to ease demands on operators during the pandemic and partially compensated for the suspension through starting the micro-transit service).

VANLNK- StarTran, Lincoln, Nebraska

On April 2020, StarTran⁴ launched VANLNK—an on-demand pilot program that provides door-to-door transportation within the City limits—as a supplement to its regular fixed-route and paratransit services. The pilot program was originally scheduled to roll out later in the year but with the COVID-19 pandemic and plummeting ridership on the fixed routes, the transit agency advanced the pilot for benefit of the community, specifically for essential workers without a personal automobile to get around.

Customers can schedule trips through a smartphone app and VANLNK will provide a same-day service. VANLNK is a shared ride service, where trips are planned using software that optimizes the route for all current users on the schedule. It is not modeled for neighborhood trips or first-and-last mile connectivity. Second, the app provides same day service wherein the peer city services show up in 15 min. The service operates six days a week and costs \$5. Qualified ADA

³ The Central Ohio Transit Authority (COTA) is the public transit agency serving the Columbus metropolitan area, headquartered in Columbus, Ohio

⁴ StarTran is the public transit agency serving the Lincoln area, headquartered in Lincoln, Nebraska. The agency is fully owned and operated by the City as a municipal service through the administration of the Lincoln Transportation and Utilities Department.

Paratransit riders can use this service for no charge. VANLNK vehicles will carry no more than two passengers at a time. All vehicles have lift or ramp accessibility.

METRO Lift Subsidy Pilot Program, Houston Texas

In 2018, the Metropolitan Transit Authority of Harris County (METRO) launched the METRO Lift Subsidy Program (MSP), a taxicab transportation service for certified METRO customers with same-day needs, same-day trip changes, and last-minute transportation needs.⁵ Riders pay the first \$1.00, METRO pays the next \$10.00. Riders then pay any amount over an \$11.00 fare. MSP is modeled as a direct-to-the-public paratransit taxi offered as a demand response curb-to-curb service. It is available to riders with disabilities that qualify for METRO Lift throughout the entire METRO service area.

⁵ METRO is the public transit agency servicing the Houston Metropolitan Area, in Houston, Texas

DECEMBER 2020

TECHNICAL MEMORANDUM

Public Engagement

Capital Area Transit System (CATS) Sub Area On-Demand Project

Completed for:



Completed by:



THE GOODMAN CORPORATION

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PUBLIC ENGAGEMENT PROCESS

The Goodman Corporation (TGC) completed a Sub Area On-Demand Transit Plan (Plan) for the Capital Area Transit System (CATS) to evaluate public transportation services in the City of Baker and the Airport-Southern sub areas (Figure 1). More specifically, the study aimed to explore the feasibility of implementing cost-effective solutions (“Accessible Transit”) where conventional transit may not be suitable. To develop useful recommendations that best consider relevant trends, it was necessary to create an inclusive process informed by stakeholder perspectives, public and bus operators’ input.

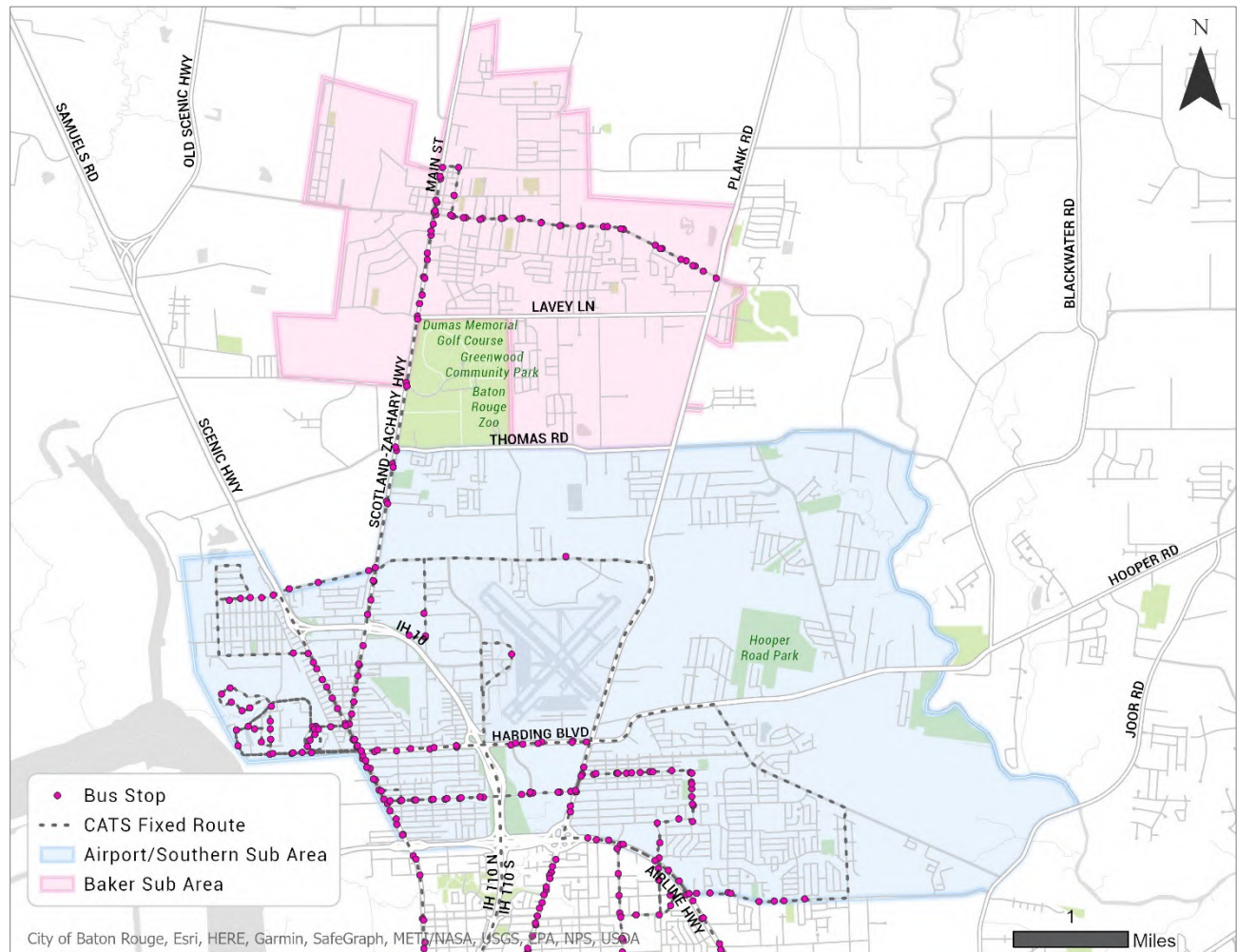


Figure 1 Study Area - Sub Areas

Given the constraints imposed by the Covid-19 pandemic, traditional public participation initiatives that rely on in-person interactions such as public meetings and face-to-face surveys were not possible. TGC relied primarily of disseminating information through CATS social media,

as well as via email and phone. In keeping with social distancing norms, methods of engagement for the Plan consisted primarily of digital means, including the following:

- Press release or content created regarding the Plan published on CATS website, newsletter, twitter, Facebook, LinkedIn
 - Rider survey distributed via digital and hard copy
 - Driver survey distributed via hard copy
- Several virtual one-on-one stakeholder meetings

Four overarching goals were the focus of the public engagement process:

- Goal 1: EDUCATE stakeholders within each sub area about the range of Accessible Transit options and how they work best;
- Goal 2: ENGAGE property owners, businesses, residents, special needs populations, riders, potential riders, and key stakeholders with a variety of formats and opportunities to provide input throughout the project;
- Goal 3: MAINTAIN open lines of communications among all stakeholders, including CATS staff and consultant partners, to build positive relationships that will lead to an effective community engagement process;
- Goal 4: DESIGN targeted and customized outreach and communication strategies to close the “feedback loop” with stakeholders at various points throughout the process.

Press Release and Content Created Regarding Plan

TGC generated content to advertise and inform the public regarding the planning effort for distribution via CATS’ digital social media and as print materials to post on buses and bus stops. Appendix A includes a handbill and flyer developed as ads for the CATS Travel Preference Survey.

Online Meetings with Stakeholders

TGC collaborated with CATS staff to develop and compile a list of stakeholders for the Plan. Stakeholders in this process included residents, public transportation stakeholders, and impacted agencies and organizations. A list of stakeholders contacted as part of this effort can be found on Appendix B. One-on-one virtual meetings with stakeholders occurred throughout the months of September and October 2020. These meetings included brainstorming sessions in which the following topics were covered or discussed: service gaps, underserved destinations, trip purposes, Accessible Transit modes, and possible trip origin and destinations within the study areas.

Center for Planning Excellence (CPEX)

TGC staff met with Center for Planning Excellence staff on September 17, 2020. CPEX is a statewide non-profit organization that offers planning services to communities across Louisiana. The organization, which is based on Smart Growth principles, formed after hurricane Katrina to help communities become more efficient. CPEX was responsible for completing a Statewide Regional Plan after the storm. The organization realized many cities across the state did not have much planning.

The Center is currently working under the leadership of Southern University and A&M College to complete Master Plans for Southern University and the adjacent Scotlandville Community. These are being crafted jointly to better connect the University's long-term vision with the community's desire for economic growth and social prosperity in North Baton Rouge. These efforts kicked off roughly before the pandemic unraveled in March, 2020. The purpose of these efforts is to update the three plans produced in the last 10 years:

- A Synopsis of the Scotlandville Comprehensive Community Development Plan;
- Imagine Plank Road: Plan for Equitable Development; City of Baker, Louisiana
- Scotlandville Gateway Community Improvement Plan

A survey conducted by CPEX uncovered the following concerns from the nearby neighborhood residents:

- Residential sidewalks
- Incorporating stormwater management issues
- Gateway Plan
- Prioritizing Infrastructure Improvements
- Building town center
- East / West connectivity under I-10
- Safety (lighting) is an issue

City of Baker, Mayor Darnell Waites

On October 6, 2020, TGC staff met with Mayor of City of Baker, Darnell Waites and staff. Mayor Waites indicated the need for more mass transit for the City of Baker, specifically directed to the Baton Rouge Community College (along Florida Boulevard), LSU, and Southern University (part of the study area). Mayor Waites stated that the City of Baker does not have a lot of bus shelters. Lavey Lane is a dangerous street, therefore, the Mayor would like to see the service rerouted.

Additionally, City of Baker purchased three acres of land on Plank Road and Lavey Lane in 2019 to develop a park and ride that will also interface with and serve future Bus Rapid Transit. An

additional 5.6 acres remain to be purchased for mixed use development. Currently, CATS buses use a gas station to turn-around.

Gotcha Bike Share, Baton Rouge

TGC staff met with GOTCHA Baton Rouge staff on October 22, 2020 to discuss the bike share program and micromobility options for last-mile connectivity in the study area. Gotcha Baton Rouge has 800 bikes total in the area, 500 are in Baton Rouge. Current expansion plans include Midcity and the Medical District due to density and infrastructure improvements (like the road diet along Government). The bike share is funded through Transportation Alternative funds from OTD, BCBS, Baton Rouge General, designated funding through government grants provided by the MPO, and rider revenues. The system is operated and maintained by Gotcha.

Currently GOTCHA services the Southern University area. Due to COVID 19, there are no bikes on Southern University campus. This service was launched at the same time as LSU and the Downtown area. Most ridership is around the dorms and/or apartment complex. Otherwise low-performance stations. Train tracks, busy highway, bridge act as barriers as well.

A bike share program for low density cities, like City of Baker without internal origins and destinations, is not recommended due to the lack of density.

Senator Regina Barrow

On September 29, 2020 Barry Goodman, President of TGC, met with State Senator Barrow. State Senator Barrow is concerned about the responsiveness of the community. She has not seen much change in the five or six years since the new transit tax was created. The Southern Sub Area is very important to the Senator, and the ability of people to access key activity centers (hospitals, grocery stores, schools etc.). Several years ago, it took the Senator four hours to make a round trip to the hospital. A HUB was promised for the Southern Zone and it has yet to materialize. The Senator believes we need a survey of the riders and a virtual meeting with all key stakeholders. She thinks that the current CEO inherited a mess and is trying hard to straighten things out.

Rider and Driver Surveys

CATS Transit Staff Feedback

Often the most valuable information about the operations of a transit agency, the desires of the riders, and potential areas of improvement comes from the drivers. The bus operators are operating the service and interacting with the riders every day. TGC developed and provided

CATS staff a paper survey to gather input from the drivers on passenger needs and potential solutions. Appendix C includes all Driver Surveys. Below is a summary of bus stops/shelters improvements per route servicing the study area, that operators felt would facilitate riders' access to the CATS bus system and improve experience:

Route 11

- Bus Stops improvements along Blue Grass through apartments
- Broken streetlight at Cadillac & Blue Grass
- Bus Stop improvements at McClelland & Greenwell
- Improvements at the Hollywood Crossover Street Stop by side entrance to Shoppers Value Foods
- An outbound bus Stop is needed after turning left onto Mickens, before Caprice & Mickens
- Missing stop signs at Avenue K & Mills
- Sidewalks are damaged on 72nd

Route 15

- Blunt Road Stop improvements needed by Leo's Park
- Need another stop after Coke plant before turn or at the first street before Leo's

Route 54

- More shelters on Airline
- Need sidewalks on Harding Blvd and more lighting on Stops

Route 70

- Need a bus stop sign on the corner of Swan Ave. and Kingfisher
- Need Bus Stop signs at the Swan and Scenic intersection
- Improvements needed at the Baker-Walmart Bus Stop

Specific improvements listed included:

- More bus stops - some people have a longer walk to connect to the next line
- Up to date Route Shout
- Bus schedules for daily travel
- Better on-time-performance
- More lighting around Bust Stop 1041; it is very dark around Cortana Mall
- TV screen on buses giving updates on buses running hour by hour (for riders without phones or that do not know the buses)
- Cleaner buses

- Better dissemination on how to get information regarding CATS Bus Service
- A Baker transfer from the Cortana Walmart
- Schedules posted in different Shelters/Stops

General Improvements listed included:

- More Bus Shelters
- Better lighting and visibility
- More frequent service
- More benches
- Schedules posted on Shelters/Stops
- Not enough stops out bound to the 1080

Rider and General Public Survey

TGC developed and distributed the CATS Travel Preference Survey for riders and the public via SurveyMonkey. The survey was open from September 14th to October 9th, for a total of 25 days. There was a total of thirty-three (33) respondents. Questions gathered data such as trip origin and destination; travel modes used daily to complete trips; micromobility preferences, and cost associated to such services. The survey was distributed and publicized via a link on the CATS website and Facebook, and an abbreviated web link and QR code on CATS transit vehicles and stops for access. Paper distribution of the survey were not collected in order to minimize person-to-person contact. Appendix D contains the CATS Travel Preference Survey and an overview of all the responses.

The survey asked CATS riders eleven key questions about their travel preferences to help the study team understand how people currently get around the sub areas as well as to gauge their desire to use micromobility options to complete their trips. The first two questions asked respondents whether they travelled to and from and/or within City of Baker or the Airport/Southern University sub areas. Roughly 48.5% of respondents travel both to and from and/or within the sub areas.

Question #3 consisted of typical travel preferences and required respondents to select all transportation options used to complete their trips on a typical day. As expected, 48.5% of respondents use their vehicles for part of their trips. However, most respondents (60.6%) also ride CATS to complete their trips. Other modes used include: Walking (33%), Someone gives me a ride (27.3%), Uber/Lyft (24.2%), Tiger Trails Bus (18.2%), Bicycle (6%), and Ride CATS On-Demand ADA (3%).

The next eight (8) questions dealt with alternative public transportation modes of travel:

- Questions #4 through #6 asked respondents if they would use a special CATS on-demand bus that only picks up and only drops off within the sub areas for a fee (\$5, \$3, or \$1 each way). Approximately 66% of respondents that frequent the area would use a CATS on-demand bus.
- Questions #7 through #9 asked respondents if they would use a discounted Uber/Lyft service that only picks up and only drops off within the sub areas. The discount offered varied from 15% to 50%. Sixty percent of respondents that frequent the sub areas would use a discounted Uber/Lyft service.
- Question #10 asked respondents if they would use a bike share, or a program that allows riders to rent a bicycle for a short distance trip. Thirty-one percent responded affirmatively; and
- Question #11 asked respondents if they would use a stand-up electric scooter to complete their trips. Only 15% of respondents that frequent the sub areas responded positive to using electric scooters to get around.

Of the respondents that drive a car, 42% would consider microtransit, 29% would use a bicycle share program, and 21% would utilize stand-up electric scooters. In contrast, of the respondents that frequent the sub areas, only 15% are likely to utilize stand-up electric scooters and 60% to 66% are more likely to try microtransit services in the form of a discounted Uber/Lyft Pool or an on-demand bus service, respectively (as shown on Figure 2). It is important to note that roughly 60% of respondents traveling within and throughout the sub areas are willing to pay for on-demand transit services.

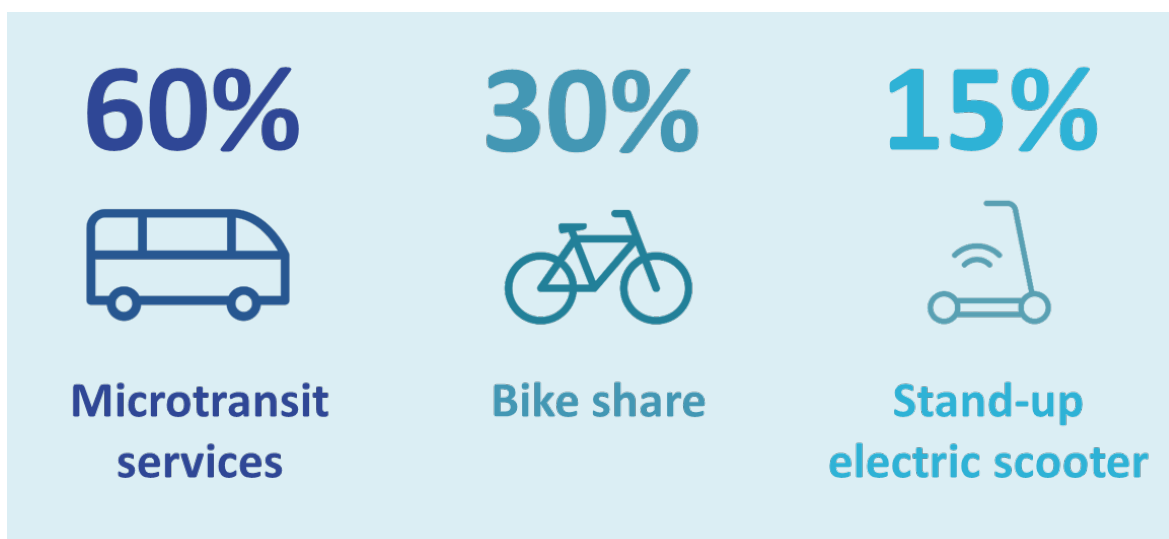


Figure 2 Mobility Preference of Respondents that frequent the Sub Areas

SUMMARY OF FINDINGS

Key takeaways from stakeholder meetings and the CATS Travel Preference Survey indicate that there is a strong desire from constituents, planning advocates, and City Officials for additional and more efficient transit services in the sub areas. These findings can be summarized as follows:

- There is a need for additional transit in the City of Baker, specifically directed to the Baton Rouge Community College (along Florida Boulevard), LSU, and Southern University (located in one of the sub areas);
- It is important that people can access key activity centers (hospitals, grocery stores, schools etc.) promptly and without delay;
- Most riders are willing to pay for some type of on-demand transit service in the City of Baker and Airport/Southern University sub areas;
- There is a need to also invest in infrastructure improvements that would allow for safer and better access to CATS bus stops. These improvements include the betterment of sidewalks, lighting, bus stops and shelters; and
- Lastly, a bike share program (or stand-up electric scooter program) for lower density cities without major internal origins and major destinations, like the City of Baker, would not be recommended at this time due to the lack of density, segregated land uses, and a poor pedestrian network.



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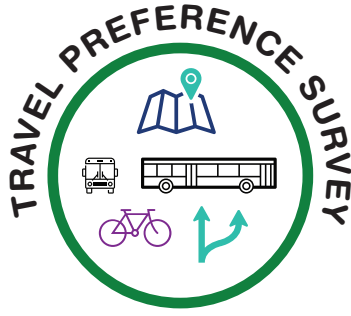
Please share your thoughts by
completing this quick survey:
<https://www.surveymonkey.com/r/CATSBus>

You can access the
survey by scanning
this code:



You may choose to enter a sweepstakes for a chance to win a \$50 giftcard to AMAZON! Responses must be received by Friday, Oct. 9, 2020.

Any questions? Contact CATS at catscustomerservice@brcats.com.



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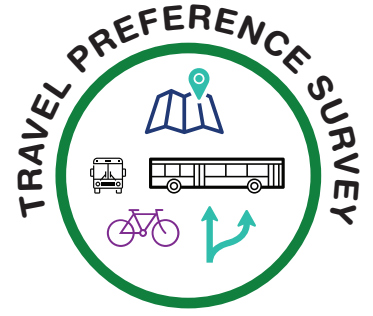
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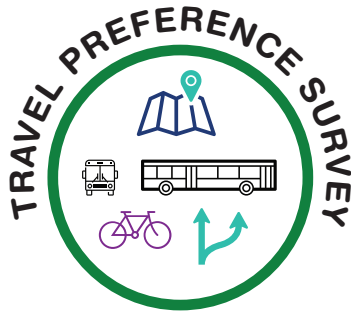
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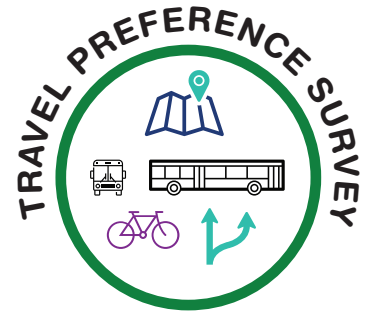
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Name	Organization	Title
Bill Deville	CATS	Chief Executive Officer
Darnell Waites	City of Baker	Mayor
Julie McCulloch	City of Baker	Staff/Consultant
Chauna Banks	City of Baton Rouge	Councilmember
Regina Barrow	Louisiana	Senator
Barbara Carpenter	Louisiana	House Representative
David E. Roberts	Baton Rouge Area Chamber	Representative
Janet Tharp	Center for Planning Excellence	Director of Planning
Ronald Smith	North Baton Rouge Economic Development Alliance	Chairman
Dr. Jackie Mims	North Baton Rouge Economic Development Alliance	Vice Chairwoman
Garret Graves	US House of Representatives	Congressman, 6th Congressional District
John Kennedy	US Senate	Senator
Bill Cassidy	US Senate	Senator
Cedric Richmond	US House of Representatives	Congressman, 2nd Congressional District
Cleo Fields	Louisiana	Senator, District 14
Lindsey Gray	GOTCHA Bike Share, Baton Rouge	Senior Vice President of External Affairs
Katie Sims	GOTCHA Bike Share, Baton Rouge	Partner Experience Manager

APPENDIX B - STAKEHOLDER LIST

APPENDIX C - DRIVER SURVEY

CAPITAL AREA TRANSIT SYSTEM (CATS) SUB-AREA TRANSIT PLAN

DRIVER SURVEY QUESTIONS

Capital Area Transit System (CATS) would like your feedback on our public transportation system. CATS is identifying areas where alternative public transportation modes can be implemented or improved within the City of Baker and the Airport/Southern University area.

The purpose of this survey is to gather insight from bus operators regarding passengers' experiences with CATS bus services.

At the end of the survey, you may choose to enter a sweepstakes for a chance to win a \$50.00 gift card from AMAZON! Two (2) winners will be notified via e-mail.

1) What is the most common complaint you hear from passengers?

- The bus does not come often enough
- The bus is late/delayed
- The bus is too hot
- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: (72nd) Need to re-route unit its finish

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

- List 1 11 ~~72nd~~ ^{72nd} Need to re-route unit its finish
- List 2 15 Blunt Rd by Leo Park
- List 3 70 Baker Walmart
- Bluegrass through Apartments

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area?

Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing

NO, they complain about more operators needed for CATS.

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: up to date Route sheet, if possible

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long
- Other: *Need to add more stops on certain runs*

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: *10-43's have said that*

15 Need another stop after Coke Plant before turn or at the first street before trailer park stop.

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1 *15 Need more layover by EKL ~~not~~ Are K*

List 2 *54 NEED sidewalks on landing and more lighting on stops*

List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

Need someone on hand to stop people from making the areas look so bad dumping trash when they think no one care what their doing

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing

yes, they have, but we are unable to give them information on those transit services.

6) Any other suggestion of improvements that could help riders access the public transportation system. *More available restroom to use on the runs*

Comment:

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box:

Too long of a wait

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

List 2

List 3

Better lighting on all of them

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
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6) Any other suggestion of improvements that could help riders access the public transportation system.
Comment:

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

CAPITAL AREA TRANSIT SYSTEM (CATS)

SUB-AREA TRANSIT PLAN

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- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: *buses are not connecting*

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1 *Swank scenic*

List 2

List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system? *Drivers should know the times for*

ALL Buses

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area?

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No but there are alot of customers that NEEDS CATS ON Demand for better service,

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment:

Too many loiter/standing round, people drugging scaring the daily customers

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

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Comment Box:

The lighting on Route 11

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

List 2

List 3

Hope - K & Mills - no stop sign when student are leaving campus
Cadalis & Bluegrass - no street light - broken

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

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none of my passengers have mentioned it to me,

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: *they need to be more aware to call @ customer ~~service~~ about times*

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- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: 15 LINE - NEED A BUS STOP ON 15 LINE OUT BOUND AFTER TURNING LEFT ONTO MICKEN. WE NEED A BUS STOP BEFORE CARPI and MICKEN. IT'S A NEIGHBORHOOD THAT NEEDS A BUS STOP

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1 1042

List 2

List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system? MORE STOPS - SOME PEOPLE HAVE A LONGER

(BUS) WALK TO CONNECT TO THE NEXT LINE
*17 & *46 - ON LEEDR THEY HAVE A LONG WALK TO CONNECT

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- ✶ Other: ^{WROTE} ~~IT~~ IT ON THE FRONT
I

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: AROUND THE 1041 IT IS VERY DARK AROUND THE
CORTANA MALL - CORTANA PLACES CIRCLE

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box:

Kids th rowing stuff at the bus.

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

11

List 2

List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

make sure that they are comfortable when riding CATS

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

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- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box:

Trying to connect with the other buses on time.

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

List 2

List 3

N/A

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

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- Better lighting and visibility
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- More frequent service
- Other:

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Mostly older passenger & Handicap.

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment:

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- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box:

on 11 line on 72nd the sidewalks are damaged

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

List 2

List 3

~~11 line~~ 70 line when we park by the fence by 70th

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

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Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing **no**

6) Any other suggestion of improvements that could help riders access the public transportation system.

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- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: Not enough stops out bound to the 1080

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1 need more benches

List 2

List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

Power outlets at some hubs

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing *I have not heard*

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: *NONE*

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: *None on 11, 54, 70 and I have not drove the 80 yet
What if the bus stops had colors that stand out.*

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1 *54 could use more shelters* ^{on} *Airline*
List 2 *70 line maybe*
List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

bus schedulks for daily travel.

- ♥ Better sidewalks
- More shelters
- Effective wayfinding
- ♥ Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing *No*

6) Any other suggestion of improvements that could help riders access the public transportation system. *If there was a TV screen on the buses that gave up dates on buses running hour by hour. We have people without phones or don't know the buses.*

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

If a TV screen could say something like
"... inbound to the mall of Louisiana will
be 15 minutes late ... 17 Perkins departs CATS in 6 minutes
47 line is on time today..."

CAPITAL AREA TRANSIT SYSTEM (CATS) SUB-AREA TRANSIT PLAN DRIVER SURVEY QUESTIONS

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At the end of the survey, you may choose to enter a sweepstakes for a chance to win a \$50.00 gift card from AMAZON! Two (2) winners will be notified via e-mail.

1) What is the most common complaint you hear from passengers?

- The bus does not come often enough
- The bus is late/delayed
- The bus is too hot
- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long
- Other: Most of the passengers are in a hurry have no patients for the handicapped NO PATIENTS Too hot

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: Not wearing their masks PATIENTS Asking alot of questions

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1 Need a bus stop sign on the corner of Swan Ave. and Kingfisher
List 2
List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

Cell Phone Read signs Destination signs

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing *N/A*

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: *Make phone calls customer service*

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- The bus is too hot
- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box:

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

List 2

List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system? *The need more bus shelter,*

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? **NO**
Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment:

*The Buses need to be clean/better.
more*

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- The bus is late/delayed
- The bus is too hot
- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long

- Other: They talk about the people that are not riding just sitting there high.

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: N/A

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

List 2

List 3

N/A

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

Keep those drinks & junkie away
and let the people ride who are working / handling
business

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing

No

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: yes offer classes to teach and show them the rules and how we want and need them to act.

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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1) What is the most common complaint you hear from passengers?

- The bus does not come often enough
- The bus is late/delayed
- The bus is too hot
- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box:

N/A

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

List 2

List 3

N/A

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

NOT HAVE TO WAIT TOO LONG

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing *NO*

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: *NONE*

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- The bus is too hot
- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: *There are not enough bus on this route, the bus take to long to come.*

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1 *54*
List 2 *70*
List 3 *80*

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

The customers are more informed about the rules of the bus.

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing *No*

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: *Information to and how receive bus information.*

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

CAPITAL AREA TRANSIT SYSTEM (CATS)

SUB-AREA TRANSIT PLAN

DRIVER SURVEY QUESTIONS

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- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box:

N/A

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

List 2

List 3

N/A

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

Come to stops on time instead of trying to run and catch the bus when they see it.

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing

Not often

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: *More on time performance*

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- The bus is late/delayed
- The bus is too hot
- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long

Other: This bus sound bad. The bus stop on one side not the other

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box:

weather, lighting, being left at bus stop

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1 ~~11, 15, 54, 70, 80~~, timepoints, ~~11, 15, 54, 70, 80~~

List 2

List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

bring on time not cancelling routes

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing

no

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment: schedules posted in different shelters

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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SUB-AREA TRANSIT PLAN

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1) What is the most common complaint you hear from passengers?

- The bus does not come often enough
- The bus is late/delayed *(bus never came)*
- The bus is too hot
- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long
- Other:

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box:

*stops on 15 line only have 2 stops,
It too far to walk.*

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1

List 2

List 3

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

- Better sidewalks
- More shelters
- Effective wayfinding
- Better lighting and visibility
- Wider landing areas
- More frequent service
- Other:

5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing *no*

6) Any other suggestion of improvements that could help riders access the public transportation system.

Comment:

7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

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- The bus is late/delayed
- The bus is too hot
- The bus stops are not safe
- The bus stop area is not comfortable to wait
- The sidewalks to access the bus are in bad shape
- The shelters/bus stops are in bad condition
- The trip takes too long

Other: NO COMPLAINTS ; JUST QUESTIONS SOMETIMES : WHAT BUS IS THIS ; WHAT TIME ARE YOU LEAVING / HOW MANY MINUTES DO WE HAVE BEFORE YOU PULL OFF. JUST ISSUE'S WITH SIGNAGE BEING VISIBLE

2) What are some of the obstacles facing passengers when it comes to riding the bus on Routes 11, 15, 54, 70, and 80?

Comment Box: 11 NEAR SHOPPERS VALUE

3) Which stops or shelters could use improvements on Routes 11, 15, 54, 70, and 80? List nearest cross street or landmark if mid-block):

List 1 11, AT 'MCCLAND & GREENWELL

List 2 SHOPPERS VALUE IN LOOP

List 3 LEAVING ANCONA'S STORE BY SIDE ENTRANCE LEFT ON GREENWELL OFF MCCLAND

4) What type of improvements could be made to make it easier for people to access and ride the CATS bus system?

CUSTOMER RESPONSE WAS TO HAVE Route VISIBLE IN A TIMELY MANNER. SO THEY COULD KNOW WHICH BUS THEIR LOADING ON HEADER BOARD.

MY MAIN KEY WOULD BE LIGHTING ON SOME STOPS AT NIGHT.

- o Better sidewalks
 - o More shelters
 - o Effective wayfinding
 - o Better lighting and visibility **BETTER LIGHTING FOR VISIBILITY AT NIGHT FOR OPERATORS & CUSTOMERS**
 - o Wider landing areas
 - o More frequent service
 - o Other:
- 5) Have passengers inquired about on-demand transit services or microtransit services in the area? Microtransit is defined as technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing **MOST ROUTES I HAVE RAN ARE SETUP SO THAT CUSTOMERS PASSENGERS DO GET TO THEIR DESIGNATED STOPS IN A TIMELY MANNER**
- 6) Any other suggestion of improvements that could help riders access the public transportation system. **MAYBE A BAKER TRANSFER FROM CERTAIN WALMART IF THAT DOESN'T EXIST.**
- Comment:
- 7) (Optional) Provide your email address for a chance to win a \$50.00 Amazon gift card:

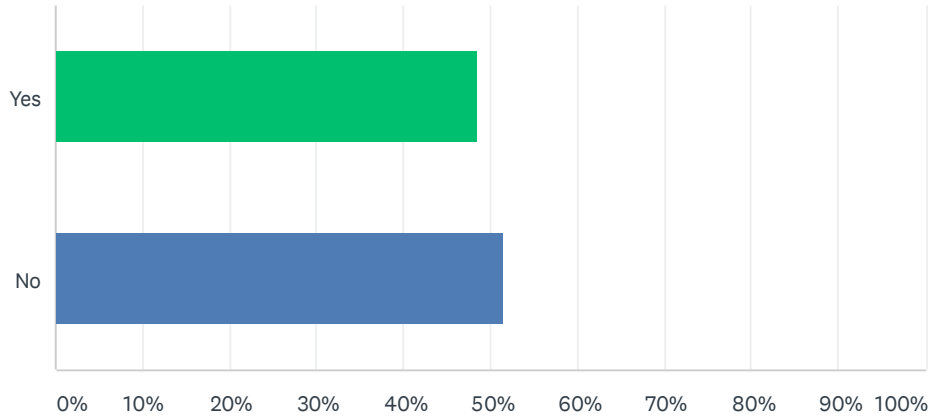
CUSTOMER REMARKS WERE!
WOULD LIKE OPERATORS TO NOT BE SO QUICK TO SHOW A MEAN FACE JUST BECAUSE THEIR RUSHING TO GET ON THEIR ROUTE, WHEN ASKED A SIMPLE QUESTION AS WHAT BUS IS THIS? WHEN SIGN IS BLINKING FULL CAPACITY AT 10-85, AND THE OPERATOR IS RUSHING IN TRANSITION ARE

CUSTOMERS ALSO STATED THEY WOULD LIKE SOME TYPE OF STREAMING HOLIDAY MUSIC DURING SOME RIDES AS AT 10-85 THROUGH SPEAKERS, THAT WOULD MAKE THEIR RIDE MORE COMFORTABLE. I SAID WOULDN'T WE ALL BUT THAT MAY CAUSE DIST

APPENDIX D - CATS TRAVEL PREFERENCE SURVEY

Q1 Do you travel to and from City of Baker (Red Area) or the Airport/Southern University (Blue Area)?

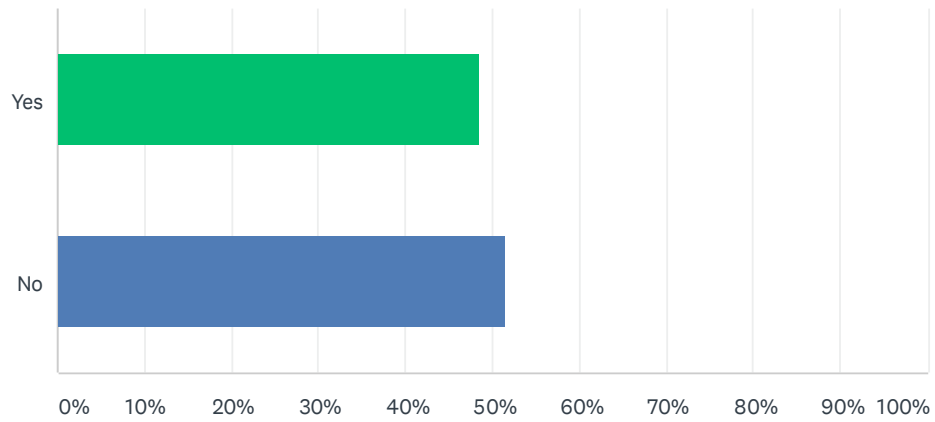
Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	48.48%	16
No	51.52%	17
TOTAL		33

Q2 Do you travel within City of Baker (Red Area) or the Airport/Southern University (Blue Area)?

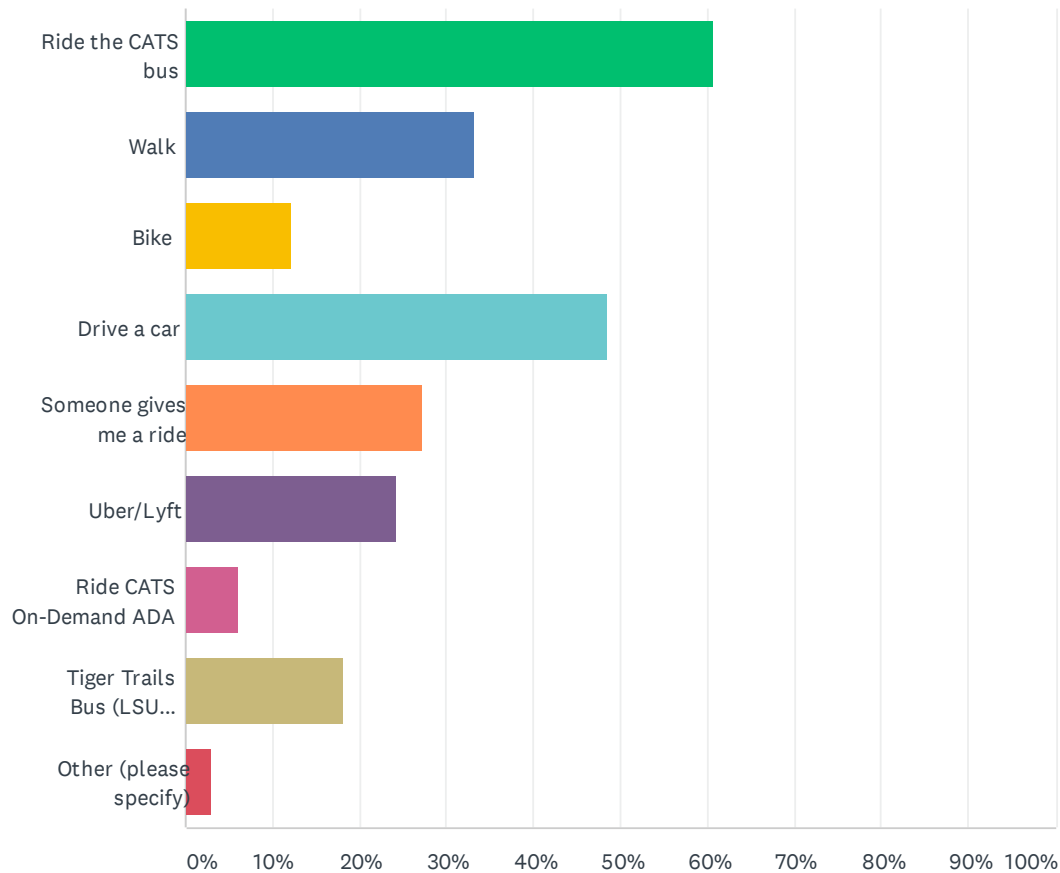
Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	48.48%	16
No	51.52%	17
TOTAL		33

Q3 Select all transportation options from the list below that you use to complete your trips on a typical day.

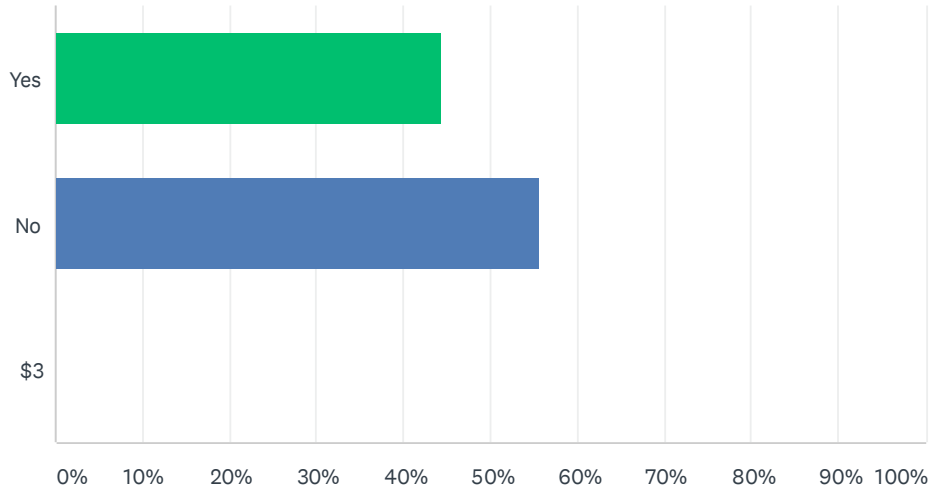
Answered: 33 Skipped: 0



ANSWER CHOICES	RESPONSES	
Ride the CATS bus	60.61%	20
Walk	33.33%	11
Bike	12.12%	4
Drive a car	48.48%	16
Someone gives me a ride	27.27%	9
Uber/Lyft	24.24%	8
Ride CATS On-Demand ADA	6.06%	2
Tiger Trails Bus (LSU Transit System)	18.18%	6
Other (please specify)	3.03%	1
Total Respondents: 33		

Q4 Would you use a special CATS on-demand bus that only picks you up and only drops you off within the City of Baker (Red Area) or Airport/Southern University (Blue Area) for \$5 each way.

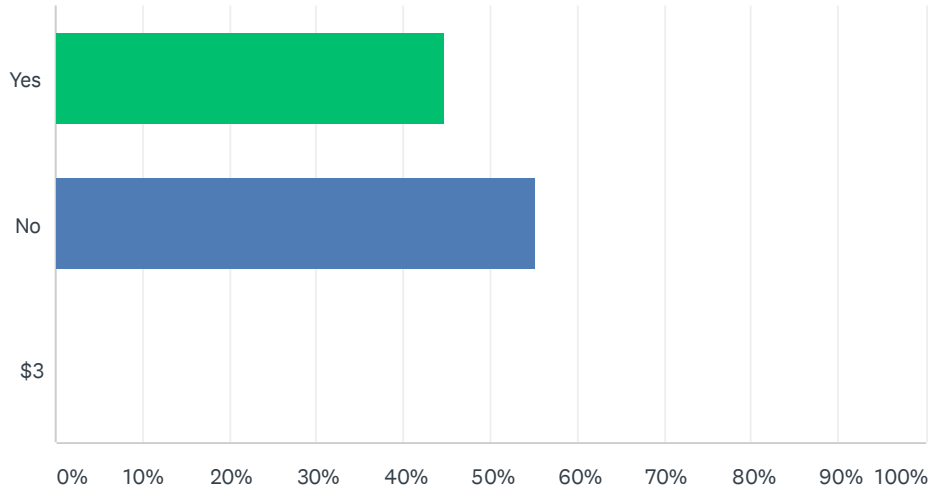
Answered: 27 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	44.44%	12
No	55.56%	15
\$3	0.00%	0
Total Respondents: 27		

Q5 Would you use a special CATS on-demand bus that only picks you up and only drops you off within the City of Baker (Red Area) or Airport/Southern University (Blue Area) for \$3 each way.

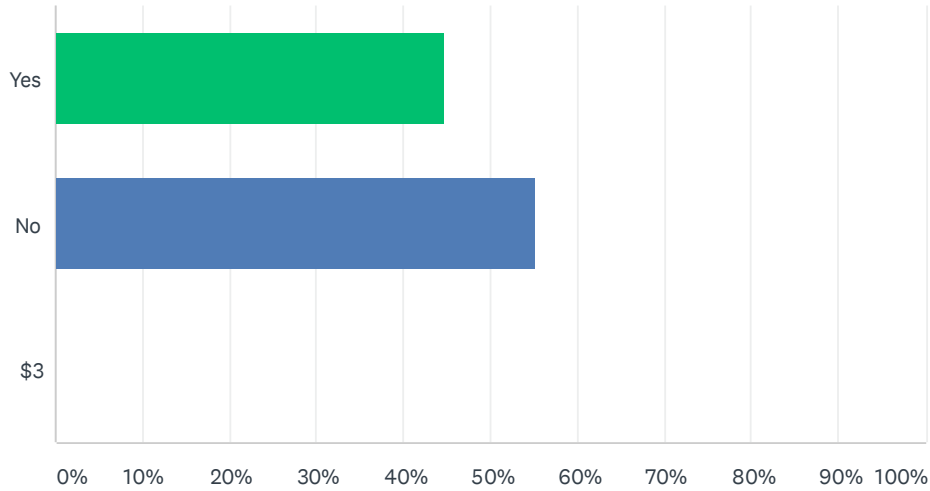
Answered: 29 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	44.83%	13
No	55.17%	16
\$3	0.00%	0
Total Respondents: 29		

Q6 Would you use a special CATS on-demand bus that only picks you up and only drops you off within the City of Baker (Red Area) or Airport/Southern University (Blue Area) for \$1 each way.

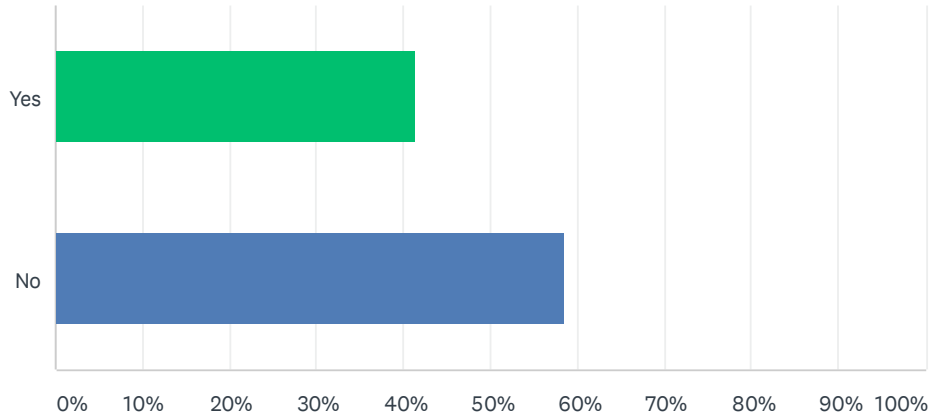
Answered: 29 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	44.83%	13
No	55.17%	16
\$3	0.00%	0
Total Respondents: 29		

Q7 Would you use a 15% discounted Uber/Lyft that only picks you up and only drops you off within the City of Baker (Red Area) or Airport/Southern University (Blue Area)?

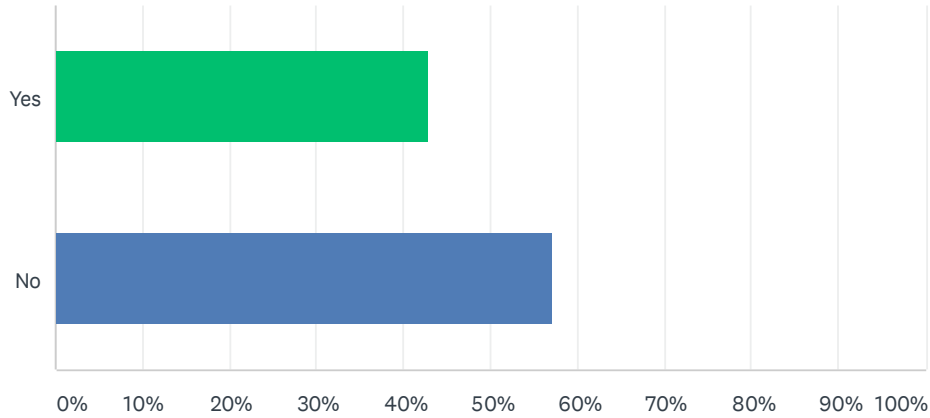
Answered: 29 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	41.38%	12
No	58.62%	17
Total Respondents: 29		

Q8 Would you use a 25% discounted Uber/Lyft that only picks you up and only drops you off within the City of Baker (Red Area) or Airport/Southern University (Blue Area)?

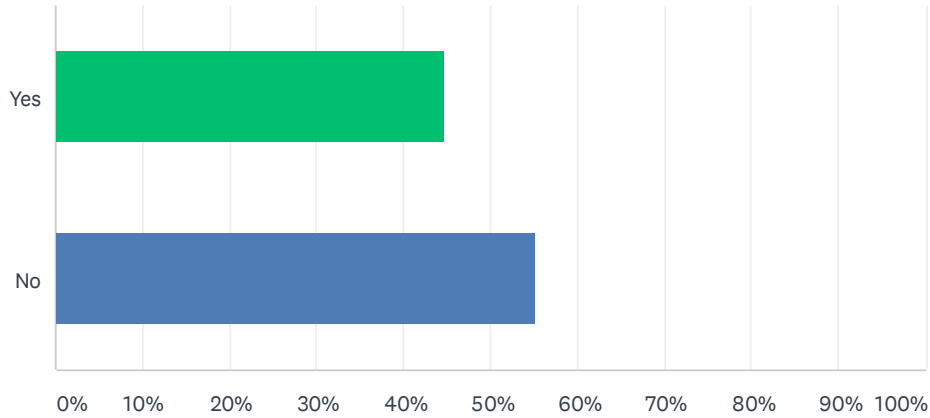
Answered: 28 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	42.86%	12
No	57.14%	16
Total Respondents: 28		

Q9 Would you use a 50% discounted Uber/Lyft that only picks you up and only drops you off within the City of Baker (Red Area) or Airport/Southern University (Blue Area)?

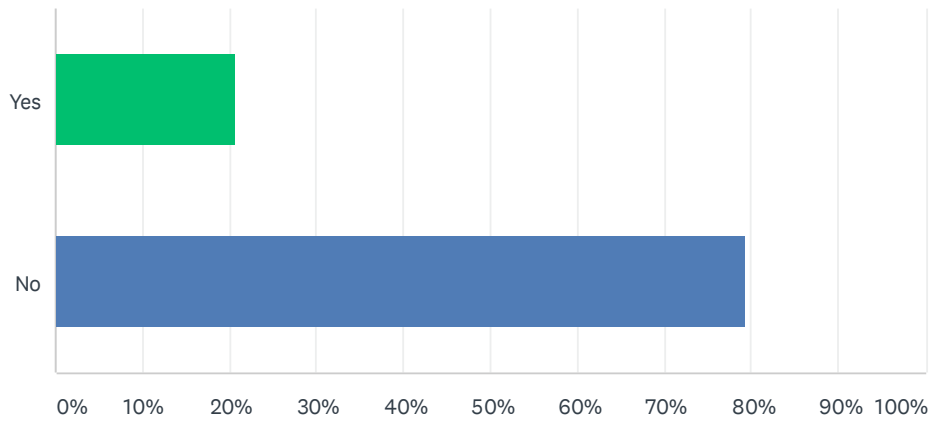
Answered: 29 Skipped: 4



ANSWER CHOICES	RESPONSES
Yes	44.83% 13
No	55.17% 16
Total Respondents: 29	

Q10 Would you use a bike share to complete your trip? A bike share allows you to rent a bike for a short distance trip.

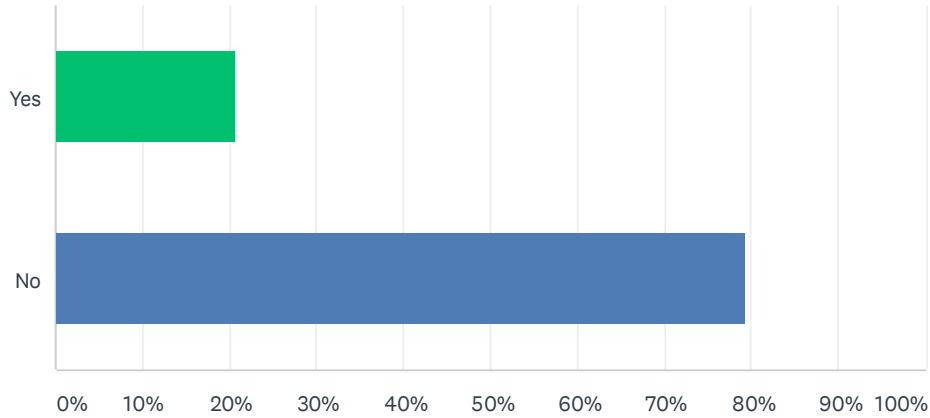
Answered: 29 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	20.69%	6
No	79.31%	23
Total Respondents: 29		

Q11 Would you use a stand up electric scooter to complete your trip? A stand up electric scooter allows you to rent a scooter for a short distance trip.

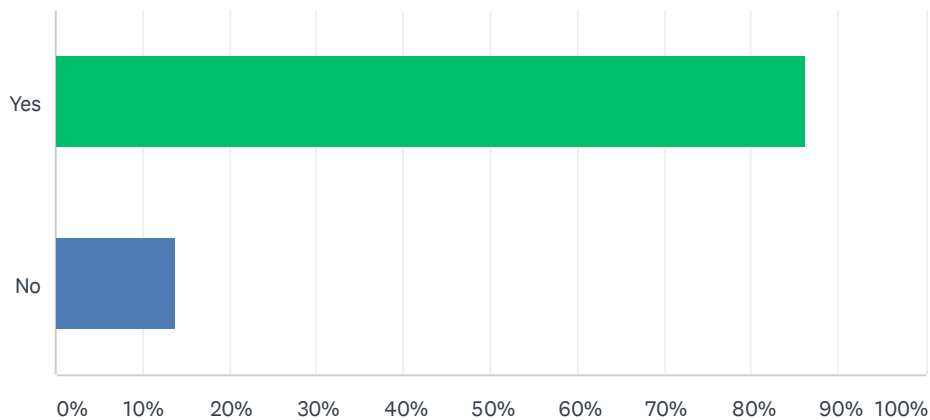
Answered: 29 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	20.69%	6
No	79.31%	23
Total Respondents: 29		

Q12 Would you like to enter the sweepstakes for a chance to win a \$50 Amazon gift card?

Answered: 29 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	86.21%	25
No	13.79%	4
TOTAL		29

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ANSWER CHOICES	RESPONSES	
Name	0.00%	0
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	25
Phone Number	0.00%	0

DECEMBER 2020

TECHNICAL MEMORANDUM

Accessible Transit Options & Travel Demand

Capital Area Transit System (CATS) Sub Area On-Demand Project

Completed for:



Completed by:



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INTRODUCTION

To understand the feasibility of implementing accessible transit solutions in the Baker and Airport/Southern sub areas, a market analysis was conducted to understand the potential travel market size for a range of mobility options. By understanding the existing travel patterns within each of these sub areas, Capital Area Transit System (CATS) can explore an array of accessible transit solutions that will better serve the community and deliver public transportation benefits to each of the sub areas. The market analysis examined existing travel patterns and demand in the sub areas and estimated potential accessible transit travel market sizes for further analysis and evaluation (Figure 1). This technical memorandum summarizes the travel pattern analysis and describes the approach in estimating travel market sizes for the accessible transit options.

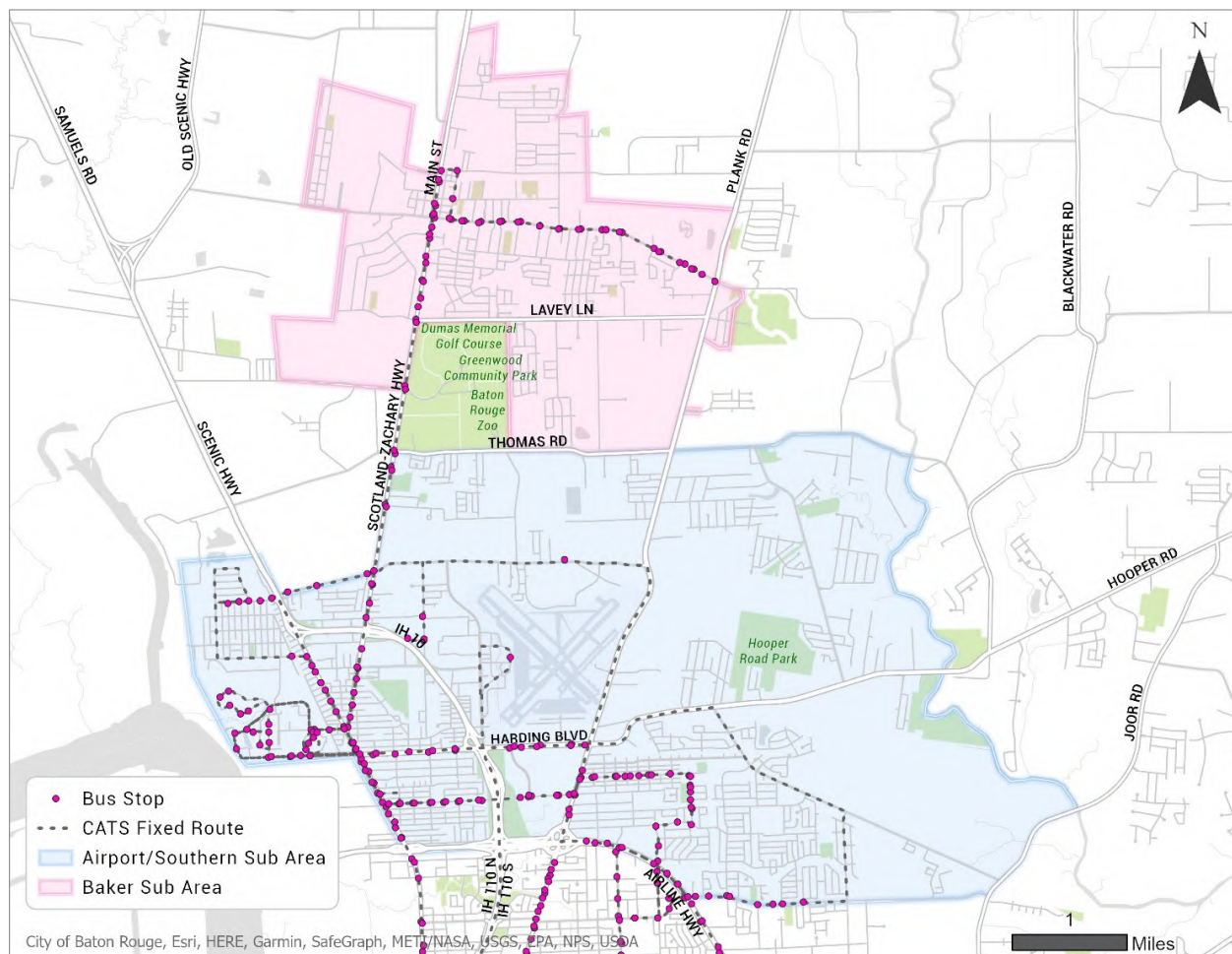


Figure 1 Sub Areas

A range of mobility options that have the potential to facilitate accessible transit in the CATS sub areas were explored. This range included first/last mile solutions that complement the existing transit network and alternative solutions that can be operated on a more flexible basis. With the

accessible transit typology in mind, ten other key destinations in the CATS service area were identified external to the sub areas. The travel patterns and transit competitiveness for the two sub areas, and travel to and from the external zones were examined with 2019 Q1/Q2 LOCUS data, a trip table dataset based on Location-Based Services data anonymously collected from mobile devices, and the Google Maps API. Accessible transit market sizes were estimated with a focus on internal travel markets or travel within the two sub areas.

ACCESSIBLE TRANSIT OPTIONS

Accessible Transit Typology

Ever-adapting transportation technologies and the corresponding changes in customer expectations is changing the transportation marketplace. More convenient and flexible transportation options are providing travelers with new options for accessing jobs, shopping, health care, and essential needs. Recognizing that some options supplement existing transit services while others remove the need for them, transit agencies across the nation are seeking to better understand how partnerships can improve efficiency, effectiveness, and the transit experience.

Based on the knowledge of existing transit services and mobility operators in the CATS service area, a review of Accessible Transit options was conducted to identify options potentially applicable to each sub area. The Baker Sub Area is served by CATS Bus Route 70 that connects the sub area to the CATS terminal in Baton Rouge, while the Airport/Southern Sub Area is served by nine CATS bus routes that provide connectivity within the Airport/Southern Sub Area and to other key destinations in Baton Rouge. Also, CATS operates a paratransit service named CATS On Demand, available to eligible riders with trips starting or ending within $\frac{3}{4}$ mile of each CATS bus route. Gotcha Bike is an electric bikeshare system that operates in multiple locations in Baton Rouge, including the Louisiana State University campus, the Southern University campus within the Airport/Southern Sub Area, and Downtown Baton Rouge.

Given the existing services and the possibility for expansion, six options were identified for evaluation with their characteristics summarized in Figure 2 and discussed below. These options do not require major changes to the existing fixed-route system.







	 First/Last Mile Micromobility	 Micromobility	 First/Last Mile On-Demand Micro transit	 Deviated Fixed Route	 On-Demand Micro transit	 Dynamic Vanpool
Schedule/Route	Flexible/Flexible	Flexible/Flexible	Flexible/Flexible	Fixed/Flexible	Flexible/Flexible	Fixed/Flexible
Sub Area Travel Market	Beyond Sub Area	Within Sub Area	Beyond Sub Area	Within & Beyond Sub Area	Within Sub Area	Beyond Sub Area
Typical Trip Distance	First/Last Mile	Under 2 Miles	First/Last Mile	Shared Trip Greater than 2 Miles	Within a Community (5 miles)	Medium to Long Distance Commute Trips
Time of Day	Transit Service Span	Daytime	Transit Service Span	Daytime	Varied	Commuter Trips (AM-PM Peak)
Trip Concentration	Concentrated	Concentrated (docked), Any (dockless)	Concentrated	Concentrated along Fixed Route Service	Dispersed within a Community	Concentrated

Figure 2 Accessible Transit Market Typology

First/Last Mile Micromobility is characterized generally as private companies, nonprofits, or municipalities operating bicycles or scooters to rent. These micromobility options are either docked in designated locations or dockless found through a mobile application. This type of micromobility would be restricted or incentivized to support the transit system to help transit patrons reach their final destination with improved ease or speed (compared to walking). The users of these mobility options vary dramatically by demographics. Key travel markets for this mode are trips that could be competitive in the access, ingress or egress time decreased.

Micromobility, like the previous typology, is characterized generally as private companies, nonprofits, or municipalities operating bicycles or scooters to rent. The design of this option is not tied to the existing transit system. It allows for travel throughout the defined zone. Short trips are the key travel market served by micromobility.

First/Last Mile On-Demand Microtransit is a shared ride option providing service curb-to-bus stop service. Designed to extend the reach of fixed-route transit, this service is designed to facilitate easy transfers on and off the fixed-route transit system. Agencies typically dedicate key stops or limit the service area to facilitate the use of the fixed-route transit network. These trips are usually served by smaller vehicles to provide demand response style service and usually limited to a small geographic zone.

Deviated Fixed Route is characterized by a bus or van that operates between fixed stops but can deviate for pick-up or drop-off within a predefined distance if riders schedule ahead. Typically, the deviations are limited to a certain distance. These routes require passengers to book a deviated trip a day in advance but enable extended transit access for riders.

On-Demand Microtransit is a shared ride option providing service curb-to-curb service. The customer has access to same day booking through a mobile application and has a relatively short wait time (between 12-20 minutes). Smaller vehicles typically provide this demand response style service, usually in a small zone. This solution was implemented in Arlington, Texas to provide a transportation option for what was the largest city in the US without mass transit service. Their partnership with VIA starting in 2018 and allows a series of vehicle types to serve demand-based trips in four separate zones within the city.

Dynamic Vanpool is a shared ride transportation option where a small number of passengers with a shared commute have access to a shared vehicle. This solution serves a varying number of passengers who may alternate by day, or schedule ahead. The service can be accessed for a fee or for free, a ride along their regular commute. These solutions are often developed as partnerships with key employers or campuses.

TRAVEL MARKETS & PATTERNS

Total Daily Travel Demand

Daily travel demand was analyzed for the two sub areas using 2019 Q1-Q2 LOCUS data (trip records collected from cellular devices, see Appendix A). As shown in Figure 3, ten external zones were identified with significant flows from the two sub areas in the travel demand model outputs by the Capital Region Planning Commission, the Metropolitan Planning Organization for the East Baton Rouge Parish (see Appendix A). Weekday trip flows were aggregated at the block group level for origin and destinations within the sub areas and zone level for the external travel markets. Trips were segmented by time of day defined by CATS and whether trip distances were above 2.5 miles.

Figure 4 shows the trip flows from the two sub areas by destination zone. The largest travel market for each sub area was internal travel or travel within the sub area (47.4 percent for Airport/Southern and 54.4 percent for Baker). This indicates the importance of improving access and service within the sub areas. Flows between the two sub areas were also significant, considering their proximity to each other.

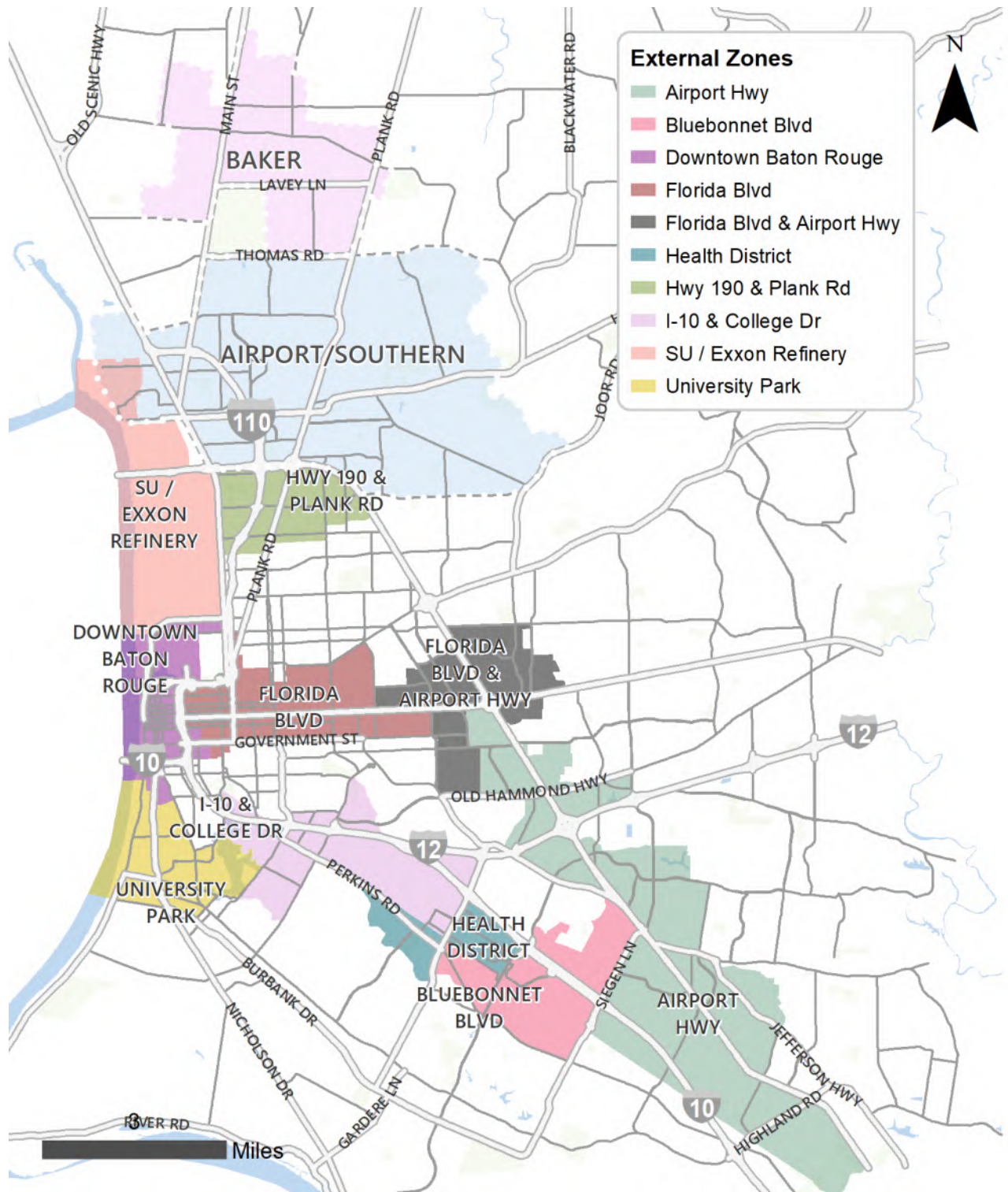
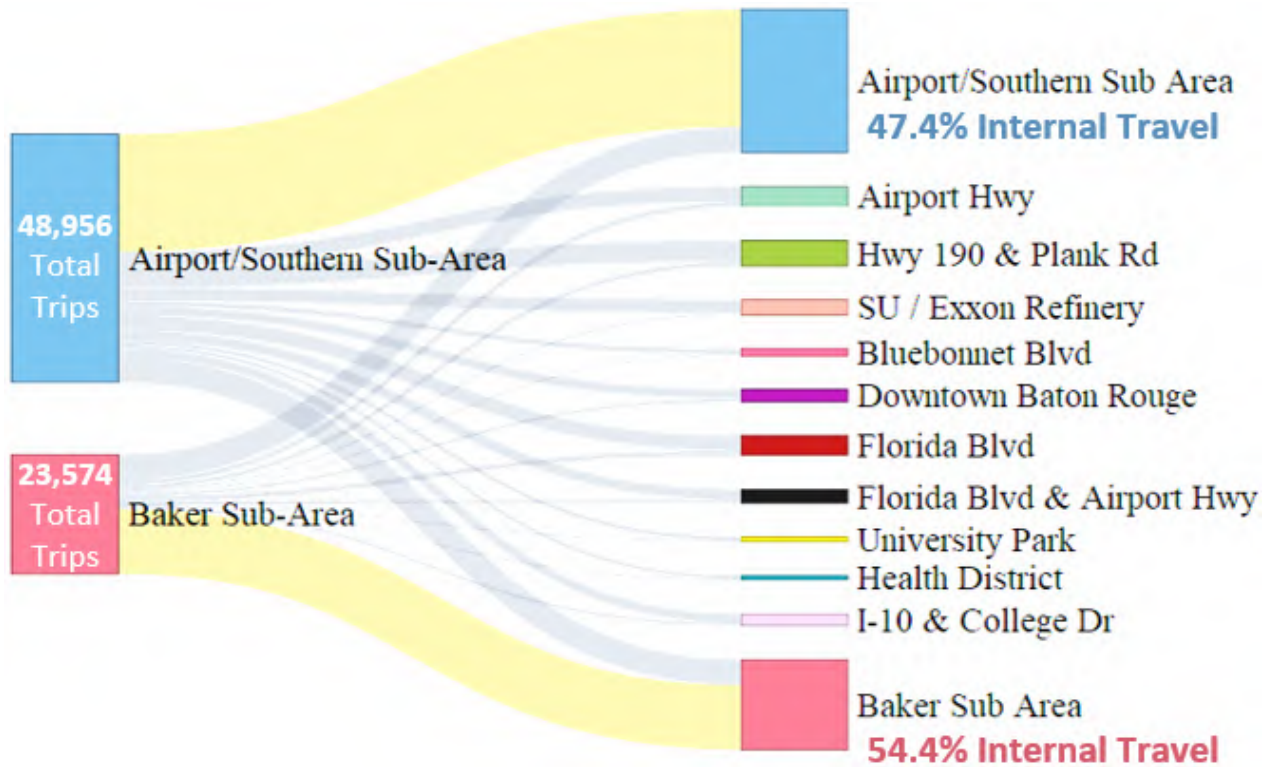


Figure 3 External Travel Markets in the CATS Service Area



Note: Weekday daily travel demand was calculated based on Cambridge Systematics’ LOCUS trip table, derived from mobile device Location-Based Services data in 2019 Q1/Q2.

Figure 4 Breakdown of Daily LBS Trip Flows from Baker and Airport/Southern Sub Areas

	Baker Sub Area	Airport / Southern Sub Area
Airport / Southern Sub Area	5,060	23,210
Baker Sub Area	12,830	4,980
Airport Hwy	980	3,030
Bluebonnet Blvd	330	1,000
Downtown Baton Rouge	590	1,820
Florida Blvd	1,000	2,930
Florida Blvd & Airport Hwy	610	2,030
Health District	190	680
Hwy 190 & Plank Rd	860	4,070
I-10 & College Dr	560	1,760
SU / Exxon Refinery	410	2,620
University Park	160	820

Table 1 Daily LBS Trips from Baker and Airport/Southern Sub Areas

	<i>Baker Sub Area</i>	<i>Airport / Southern Sub Area</i>
Airport / Southern Sub Area	4,980	23,210
Baker Sub Area	12,830	5,060
Airport Hwy	980	2,800
Bluebonnet Blvd	390	900
Downtown Baton Rouge	600	1,690
Florida Blvd	990	2,800
Florida Blvd & Airport Hwy	620	2,180
Health District	200	520
Hwy 190 & Plank Rd	920	4,210
I-10 & College Dr	580	1,700
SU / Exxon Refinery	440	2,640
University Park	190	790

Table 2 Daily LBS Trips to Baker and Airport/Southern Sub Areas

Transit Competitiveness

Transit competitiveness describes how well travel demand can be served by the existing transit network and affects the compatibility of first/last mile accessible transit options in the travel markets. For instance, communities with accessible, competitive transit service would be able to leverage existing transit connections and benefit from first/last mile solutions more easily than communities with restricted access to transit. Transit competitiveness is measured with access distance (coverage) and travel time competitiveness on origin-destination pairs.

Existing Service & Accessibility

Transit coverage in the sub areas is not consistent throughout the sub areas. Baker is served by CATS Bus Route 70, which is accessible within a half-mile for about 50 percent of the sub area. Residents in north Baker and south Baker are farther away from existing CATS bus routes. The key stops served by CATS Bus Route 70 are the CATS terminal (end of the line and key transfer location outside the sub area), the Southern University campus (in the Airport/Southern Sub Area) and the Valero on Main Street/Highway 19 in Baker. In Baker, CATS Bus Route 70 operates on Main Street, a commercial corridor and that includes both restaurant, automotive, and grocery uses.

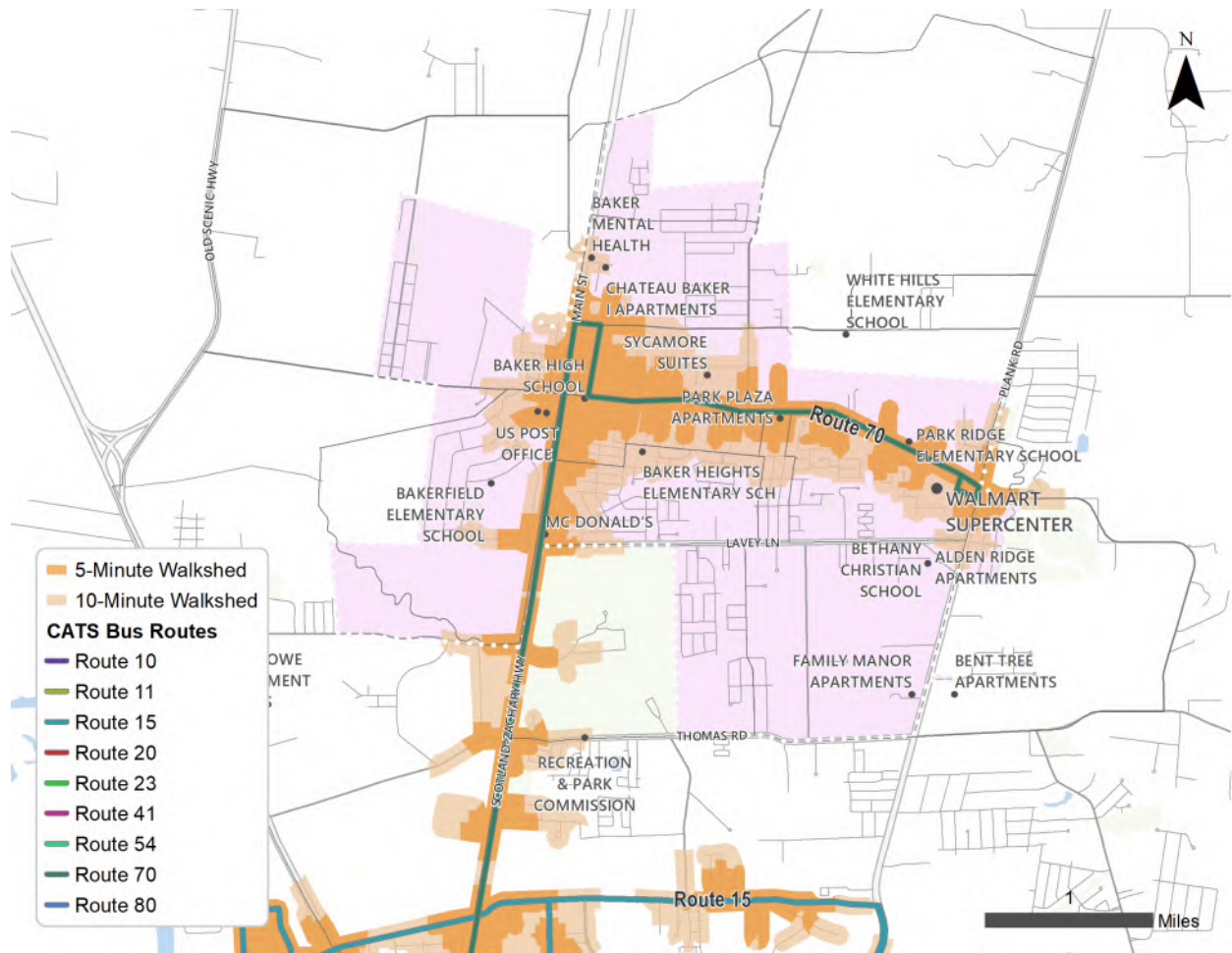


Figure 5 Transit Accessibility in Baker Sub Area

Most of the Airport/Southern Sub Area is well-covered by transit; however, the east side and the north side of the sub area do not have access to transit within half-mile (see Figure 5). The Airport/Southern Sub Area is served by CATS Bus Routes 10, 80, 54, 41, 15, 20, 23, 11, and 70. These routes serve key stops at the CATS terminal, Wal-Mart transfer center, the Southern University campus, residential neighborhoods just south of the airport, and a series of small commercial strips on the main thoroughfares.

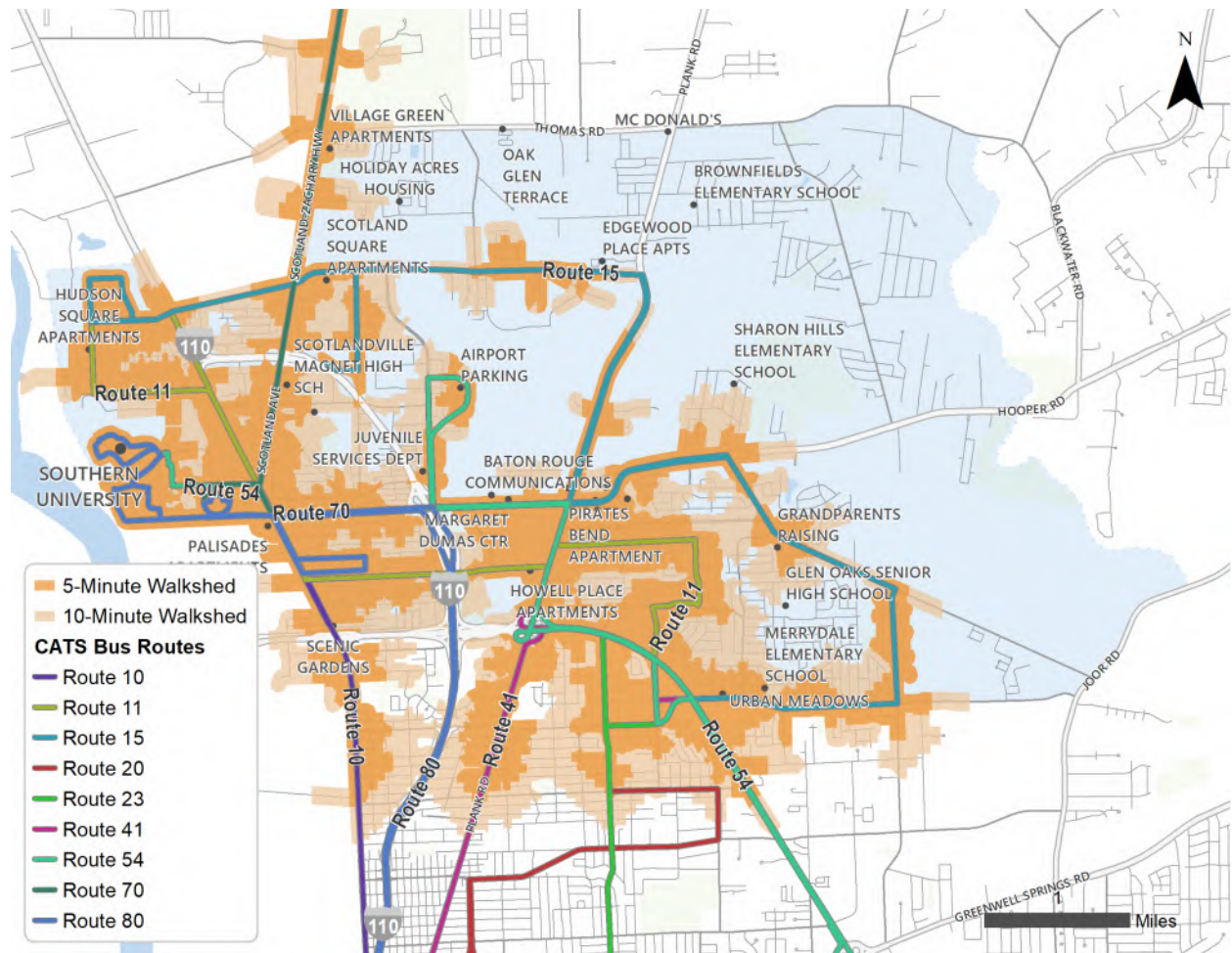
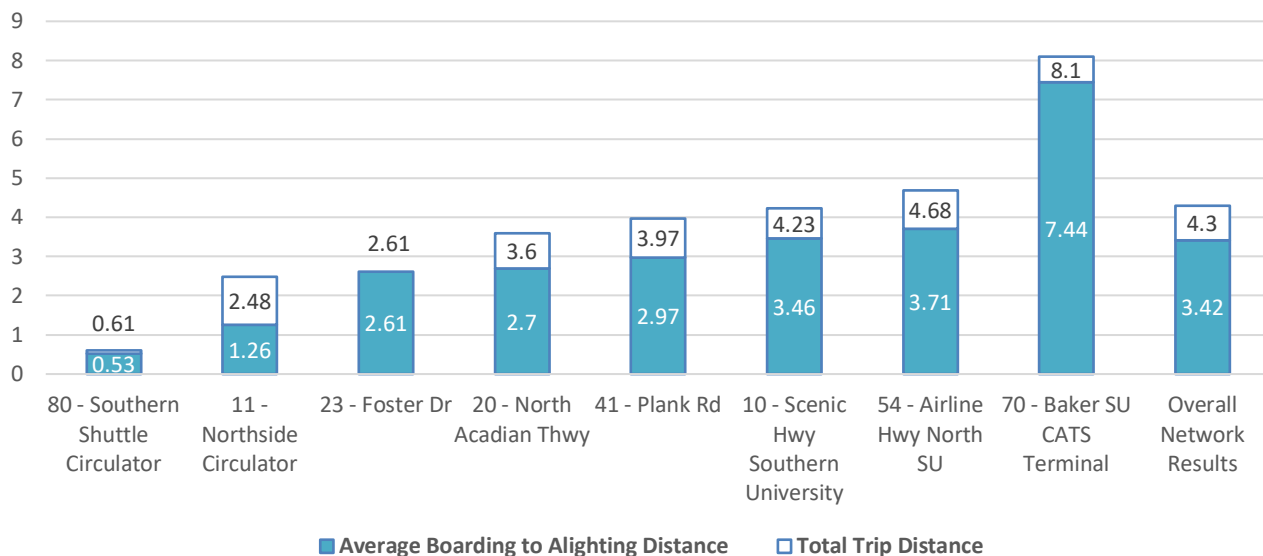


Figure 6 Transit Accessibility in Airport/Southern Sub Area

On average, ingress/egress (the difference between origin/destination distance and boarding-to-alighting distance) is around 0.9 miles off the bus routes serving the Baker and Airport/Southern sub areas. CATS riders on CATS Bus Routes 23 and 80 have the shortest ingress/egress distance on average. For CATS Bus Routes 11 and 41, riders have to travel over a mile to complete their trip by a means other than transit.



Source: CATS Fall 2019 On Board Survey

Figure 7 Origin/Destination & Boarding/Alighting by Route in Miles

Travel Time Competitiveness

Transit usage is highly dependent on transit travel times; even with reasonable transit access on both ends of a trip, transit travel time can be long due to short station spacing and transfers. The transit travel time competitiveness is defined as the ratio of end-to-end transit travel time to auto travel time for a given origin-destination pair. The average transit competitiveness was calculated from every block group in the sub areas to other block groups in the sub areas and the external zones using the Google Maps API (see Appendix A). For simplicity, midday travel times were used to represent typical travel conditions. The ratios are categorized according to Table 3.

A summary of the transit competitiveness of midday trips from the two sub areas is presented in Figure 8. Detailed breakdowns by trip destination are provided in Table 4 and Table 5.

Score	Transit – Auto Travel Time Ratio
Very competitive	< 1.5x
Competitive	1.5 – 2.5x
Marginally competitive	2.5 – 4x
Uncompetitive	> 4x
Inaccessible	No transit route

Table 3 Definitions of Transit Competitiveness Categories

In the Baker Sub Area, most of the trips are either inaccessible or uncompetitive on transit; this is reasonable given that half of the sub area is distant from existing transit services and that many trips would require a transfer somewhere along CATS Bus Route 70, adding to the total transit travel times. In the Airport/Southern Sub Area, most trips are uncompetitive on transit; however, there is a higher share of trips that are somewhat competitive using transit than trips in Baker.

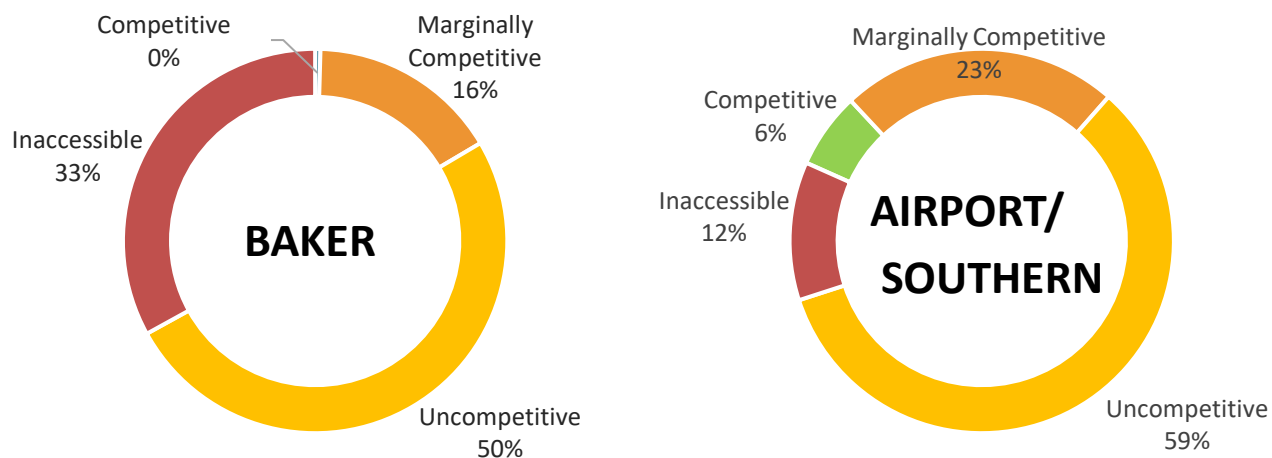


Figure 8 Midday LBS Trips from Baker and Airport/Southern Sub Areas by Transit Competitiveness Category

Destination Zone	Transit Competitive Trips	Transit Marginally Competitive Trips	Transit Uncompetitive Trips	Transit Inaccessible Trips
Airport/Southern	0	110	80	140
Baker	0	280	970	650
Airport Hwy	0	100	2,640	1,290
Bluebonnet Blvd	0	100	0	50
Downtown Baton Rouge	0	20	50	40
Florida Blvd	20	230	0	70
Florida Blvd & Airport Hwy	0	140	0	80
Health District	0	40	0	30
Hwy 190 & Plank Rd	0	20	220	120
I-10 & College Dr	10	130	0	60
SU / Exxon Refinery	0	60	0	60
University Park	0	30	0	20

Table 4 Number of Midday LBS Trips from the Baker Sub Area to Other Block Groups and Zones by Competitiveness Category

<i>Destination Zone</i>	<i>Transit Competitive Trips</i>	<i>Transit Marginally Competitive Trips</i>	<i>Transit Uncompetitive Trips</i>	<i>Transit Inaccessible Trips</i>
Airport/Southern	440	1,670	4,620	660
Baker	10	350	960	710
Airport Hwy	0	0	1,010	100
Bluebonnet Blvd	0	30	350	40
Downtown Baton Rouge	0	10	460	60
Florida Blvd	0	640	340	150
Florida Blvd & Airport Hwy	50	340	300	70
Health District	0	120	140	40
Hwy 190 & Plank Rd	90	210	1,290	100
I-10 & College Dr	0	230	310	70
SU / Exxon Refinery	520	330	320	10
University Park	0	160	100	20

Table 5 Number of Midday LBS Trips from the Airport/Southern Sub Area to Other Block Groups and Zones by Competitiveness Category

Internal Sub Area Travel Demand

As mentioned in previous sections, internal travel represents the majority of travel demand from the two sub areas with considerable room for improvement in terms of transit competitiveness. From an operations point of view, serving internal travel demand can be cost-effective as relatively fewer resources are required to focus on short trips in smaller geographic areas. Block groups in the sub areas are clustered into neighborhoods (as shown in Figure 9 and Figure 10), with their characteristics summarized in Table 6. Internal travel patterns and demand are further characterized in the sections below.

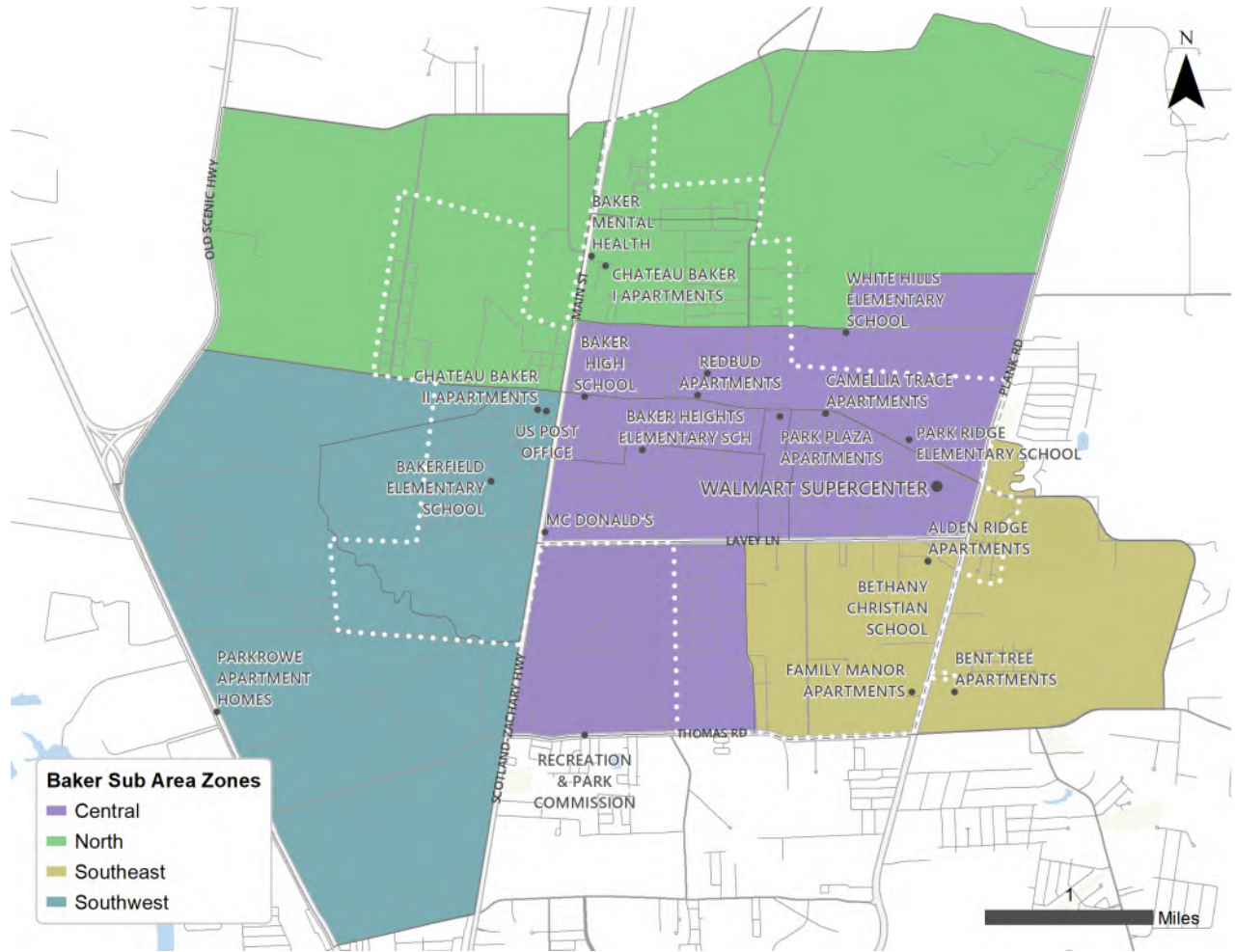


Figure 9 Neighborhoods Defined by Block Groups in the Baker Sub Area

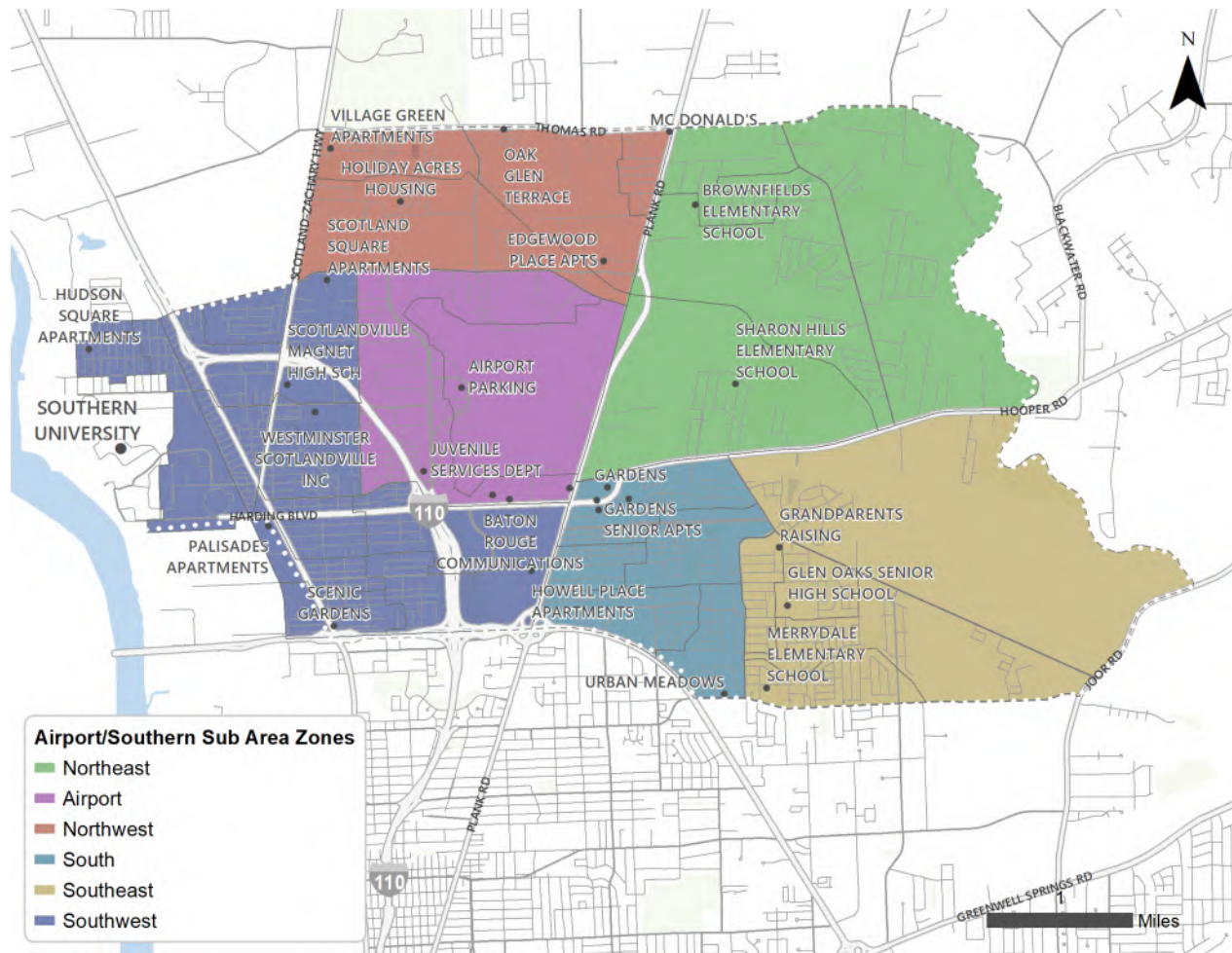


Figure 10 Neighborhoods Defined by Block Groups in the Airport/Southern Sub Area

Sub Area	Neighborhood	Land use	Transit access
Baker	Central	Mostly business establishments, major attractors	
	Southwest	Residential / middle school	Limited
	Southeast	Churches, residential	Limited
	North	Mix of residential and commercial	Limited
Airport /Southern	Airport	Baton Rouge Metropolitan Airport	
	Southwest	Near Southern University, residential	
	South	Residential	
	Southeast	Residential	
	Northeast	Residential	Limited
	Northwest	Residential	Limited

Table 6 Characteristics of Neighborhoods in the Sub Areas

Baker Sub Area

Travel patterns within the Baker Sub Area are roughly monocentric within Central Baker, where most business establishments are located, as the main attractor of trips from other, more residential neighborhoods. Central Baker is also directly along CATS Bus Route 70. Many weekday trips in 2019 have a trip end in the block group that contains the Walmart Supercenter in Baker, along Bus Route 70. About 70 percent of the internal trips in Baker have a start time between 9 a.m. and 8 p.m., and most of the trips are short (under 2.5 miles). Services that improve access to Central Baker could elevate the travel experience of residents in Baker.

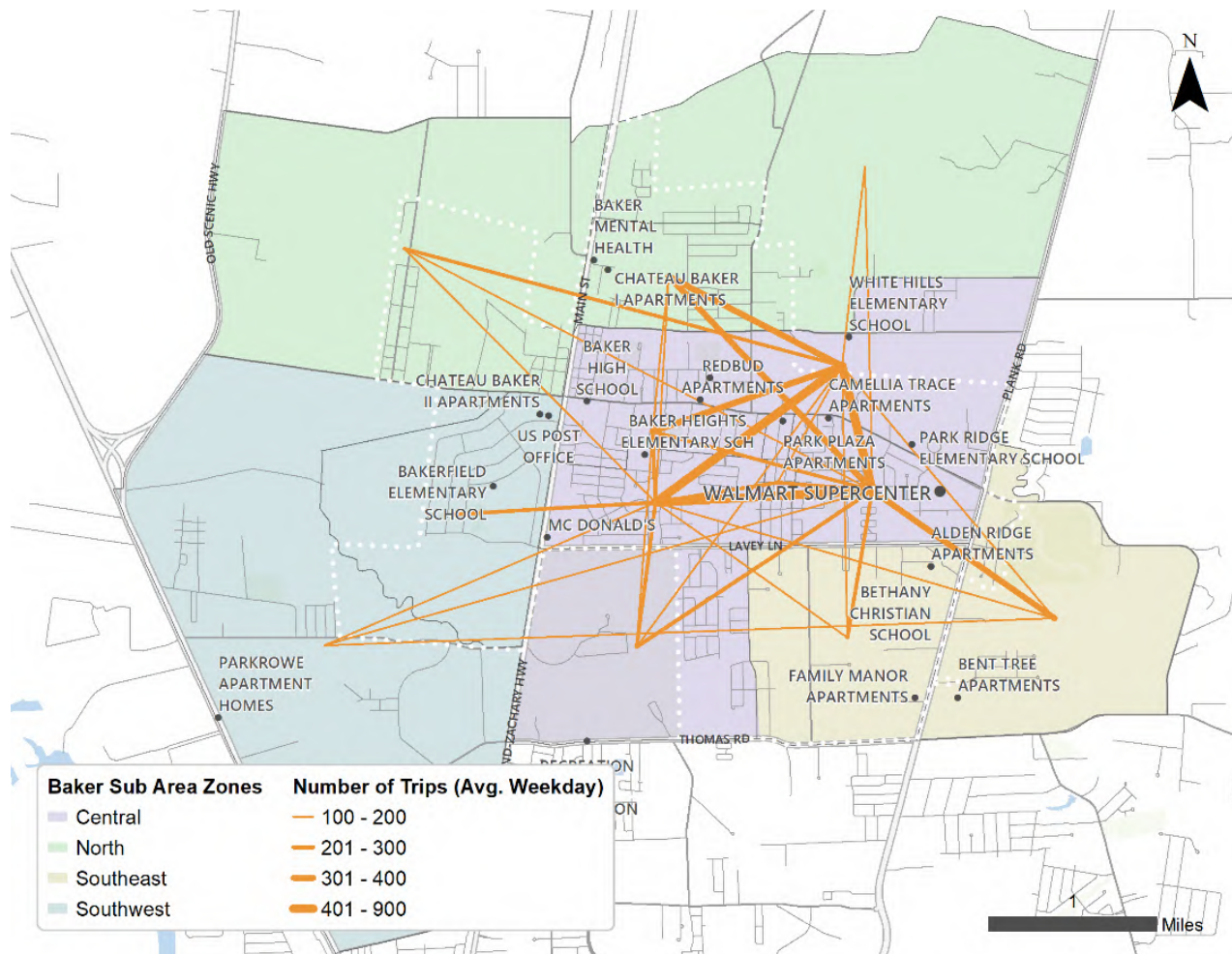


Figure 11 Average Daily LBS Trips between Block Groups in the Baker Sub Area

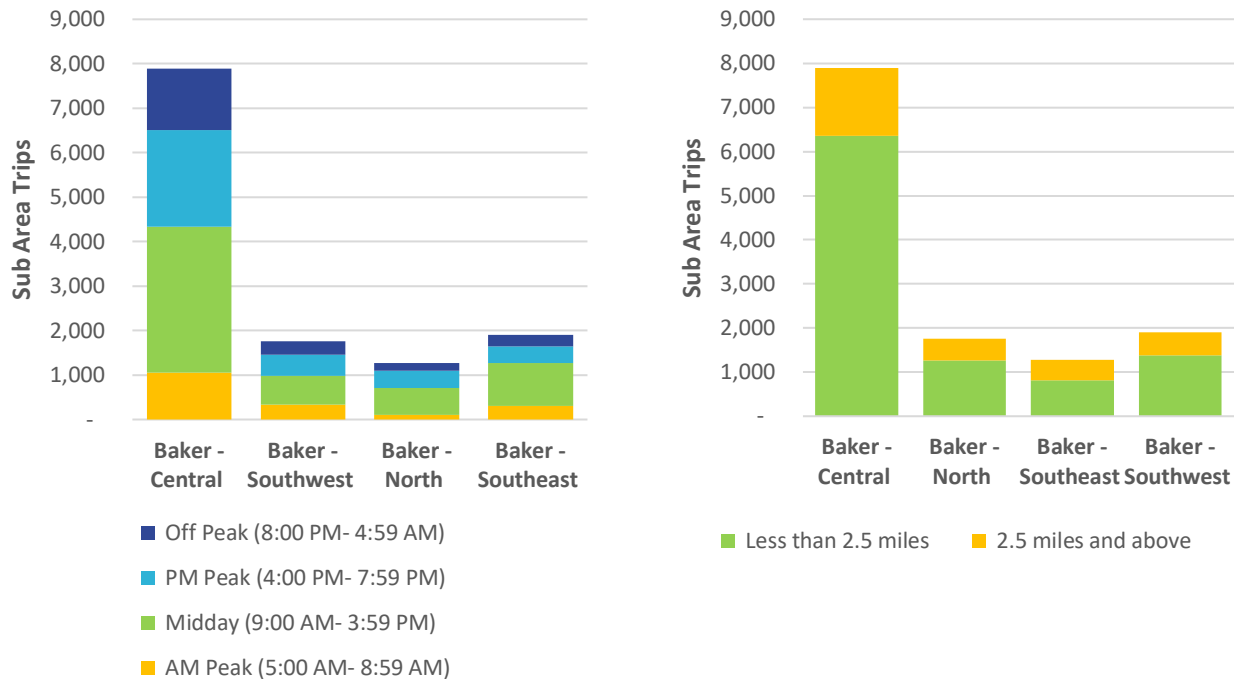


Figure 12 LBS Trips by Time of Day and Distance from Neighborhoods in the Baker Sub Area

Airport/Southern Sub Area

Travel within the Airport/Southern Sub Area follows a polycentric pattern with major attractors near Southern University, the K-12 school district in the Southwest neighborhood, and business establishments around the Baton Rouge Metropolitan Airport. The Southwest neighborhood near Southern University is served by several CATS Bus Routes (including the Southern University circulator) and is the largest travel origin among internal markets. Of the internal trips, 64 percent in this sub area have a start time between 9 a.m. and 8 p.m., and most of the trips are short (under 2.5 miles). Services in the Airport/Southern Sub Area can leverage upon existing transit connections and provide point-to-point connections that better serve these trips.

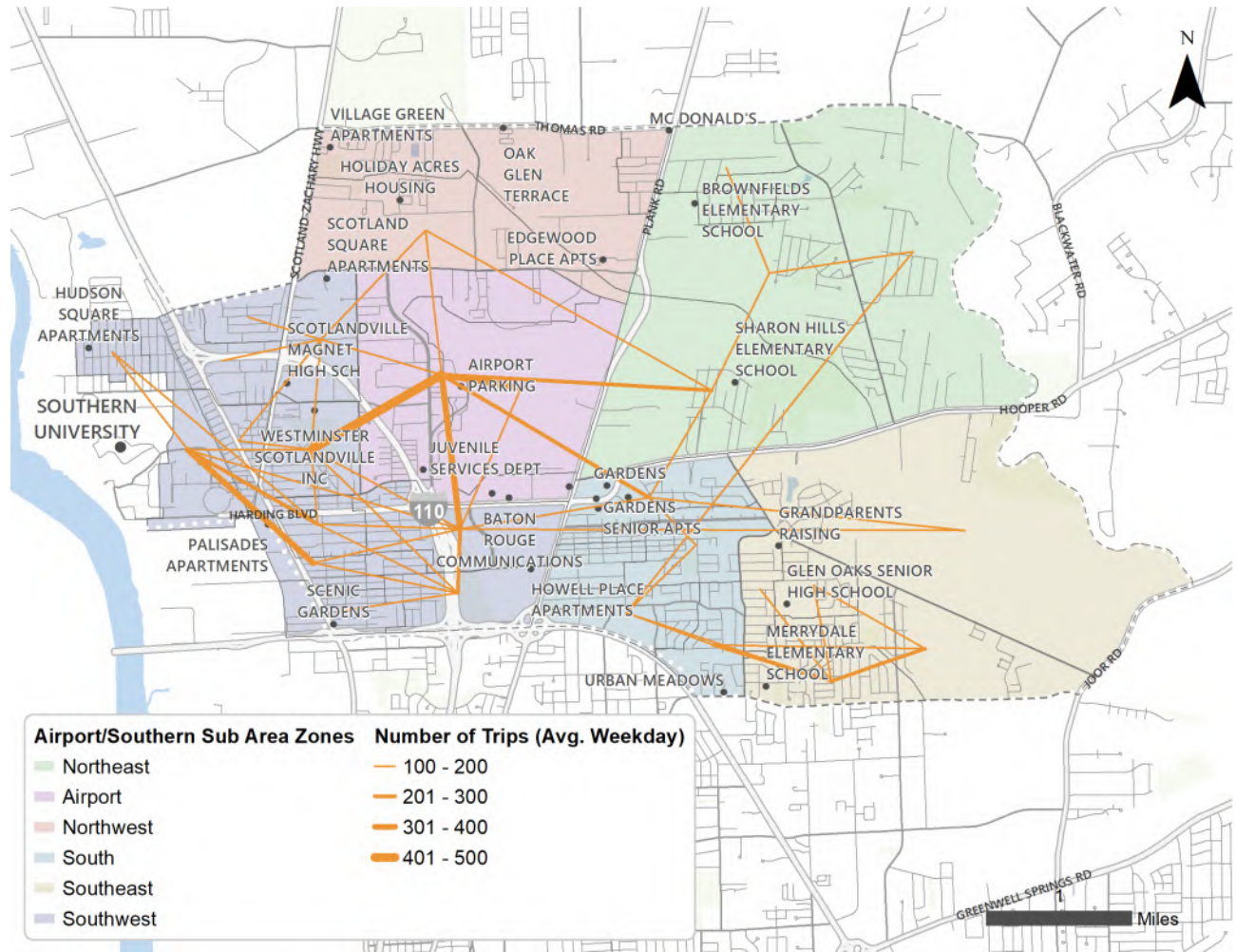


Figure 13 Average Daily LBS Trips between Block Groups in the Airport/Southern Sub Area

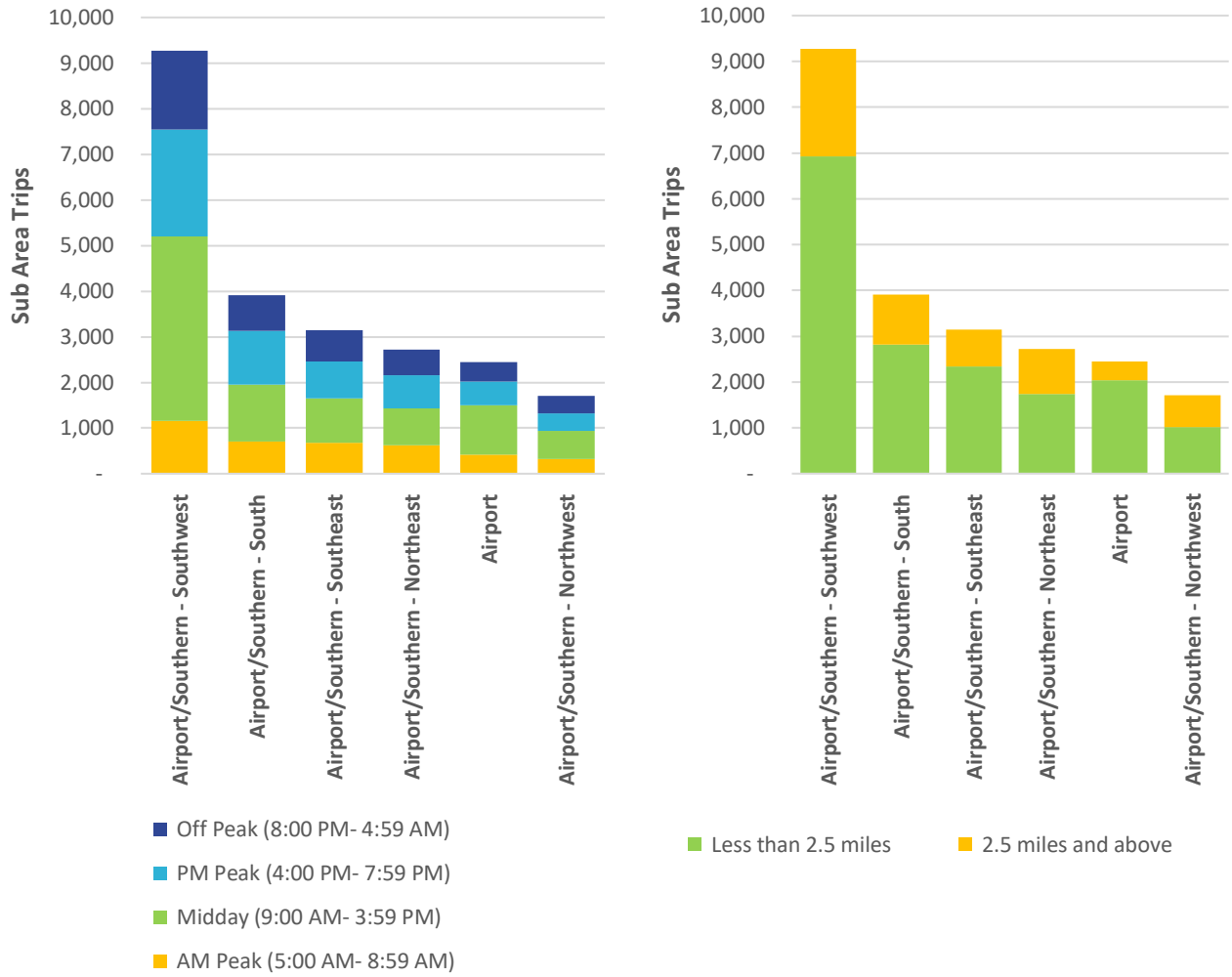


Figure 14 LBS Trips by Time of Day and Distance from Neighborhoods in the Airport/Southern Sub Area

CONCLUSIONS & KEY FINDINGS

Sub Area Travel Markets by Accessible Transit Type

To better understand how the existing travel markets of Baker and Airport/Southern sub areas could support a range of accessible transit types, an analysis was conducted to identify accessible transit alternatives for consideration. This analysis considered how these transportation types would interface with the existing CATS bus system, bike share companies, and types of trips where the proposed options would be competitive. Figure 15 shows the demand and system needs for each accessible transit type.

- **First/Last Mile Micromobility**
 - The demand in Baker and Airport/Southern sub areas for first/last mile micromobility is low and the pedestrian and bike infrastructure need significant enhancements to support first/last mile micromobility.
- **Micromobility**
 - The demand for micromobility in the Baker Sub Area is not feasible due to the lack of density and overall market viability.
 - The demand in the Airport/Southern Sub Area is stronger than the Baker Sub Area and is currently being served by Gotcha, a local bike share company. Pedestrian and bike improvements connecting the surrounding neighborhoods to Southern University would greatly enhance the micromobility demand in the Airport/Southern Sub Area
- **First/Last Mile On-Demand Microtransit**
 - Due to only one connecting route (Route 70), the demand for first/last mile on-demand microtransit in the Baker Sub Area is low.
 - The nine bus routes and future Bus Rapid Transit station within the Airport/Southern Sub Area provide ample opportunity for riders to connect to the larger CATS system through first/last mile on-demand microtransit. As a result, the demand for first/last mile on-demand microtransit in the Airport Southern Sub Area warrants investment.
- **Deviated Fixed Route**
 - There are robust trip flows when expanding the fixed route accessible zone beyond the current routing structure. However, deviated fixed route is an operational challenge and increases travel time for the passengers, which

in-turn lowers the service level, resulting in lower transit demand. Deviated fixed route is not recommended for either sub areas.

- **On-Demand Microtransit**

- About 50% of the daily trips within both sub areas occur within its respective sub area. The current transit accessibility in the Baker Sub Area is only about 50% of the area, which increases the demand for on-demand microtransit to fill the service gap.
- Most of the Airport/Southern Sub Area is well-covered by transit; however, the east side and the north side of the sub area do not have access to transit within half-mile. As result the demand for on-demand microtransit in the Airport/Southern Sub Area is not as strong as Baker Sub Area.

- **Vanpool**

- There are higher long-distance trip flows to the Florida Boulevard and Florida Boulevard and Airline Highway external zones from both sub area. These strong trip flows warrant a detail examination of vanpool or commuter bus feasibility.

Based on the technical analysis some services including micromobility are unlikely to be feasible and others warrant further study such as vanpool and/or commuter service. A Baker Sub Area and Airport/Southern Sub Area on-demand service can serve the first/last mile on-demand microtransit, deviated fixed-route and on-demand microtransit markets. The demand for these accessible transit types are currently being unmet and it is recommended that CATS implement a one-year pilot program to meet this unmet demand and then further evaluate this service for future growth. Additionally, a portion of the riders using the CATS fixed route(s) within the sub areas will move to the on-demand response service, more so for the Airport/Southern Sub Area. If ridership starts to decline on these routes, then CATS will need to reexamine the fixed route operations within the sub areas.

High and low ridership estimates for the Baker Sub Area and Airport/Southern Sub Area on-demand service were generated from the daily total market sizes, assuming that the services were similar to conventional or premium public transportation services. To estimate potential ridership, the following two variables are determined to create the Travel Market Size and Modal Share and then multiplied together to create the trip estimate (Table 7):

- **Variable 1:** How many trips are traveling within each sub area (trip flow) that are not currently being served by CATS fix route (s).

- Source: LBS 2019 Q1-Q2 LOCUS data (trip records collected from cellular devices, see Appendix A)
- **Variable 2:** What percentage (modal share) would use transit?
 - Source: The current transit mode share for CATS fixed route(s) within the sub areas is between 0.30% and 1.2%. CATS ridership divided by LBS 2019 Q1-Q2 LOCUS data.

<i>Sub Areas</i>	<i>Estimated Internal Sub Area Trips between 5:00 AM and 10:00 PM</i>	<i>Less Trips Currently Served by CATS Fixed Route(s)</i>	<i>Travel Market Size</i>	<i>Modal Share (Lower Bound)</i>	<i>Modal Share (Upper Bound)</i>	<i>On-Demand Transit daily Trips Estimate (Lower Bound)</i>	<i>On-Demand Transit daily Trips Estimate (Upper Bound)</i>
Baker	11,200	40	11,160	~0.5%	~0.75%	50	75
Airport/Southern	19,780	300	19,500	~0.5%	~0.75%	70	100

Table 7 Year 1: Estimated Daily Trip Demand for On-Demand Microtransit

As people making trips in the sub areas become aware of the on-demand service through a strategic marketing plan, market shares could be as high as 3% by the fifth year of service (3% modal share is similar to the transit mode share on origin-destination pairs in the two sub areas with competitive transit service) (Table 5). The purpose of a strategic marketing plan is to develop the core objective and layout options of strategies to assist in retaining and building up patronage by ensuring the public understands the benefits of on-demand transit. A successful marketing scheme not only does the job of imparting visibility, but it is also an important tool for targeted outreach and engagement with the community. Therefore, it should not be a one-time fix, but should be considered as the ongoing strategy to help the service flourish.

<i>Sub Areas</i>	<i>Estimated Internal Sub Area Trips between 5:00AM and 10:00 PM</i>	<i>Less Trips Currently Served by CATS Fixed Route(s)</i>	<i>Travel Market Size</i>	<i>Modal Share (Lower Bound)</i>	<i>Modal Share (Upper Bound)</i>	<i>On-Demand Transit daily Trips Estimate (Lower Bound)</i>	<i>On-Demand Transit daily Trips Estimate (Upper Bound)</i>
Baker	11,200	830	10,400	~2.5%	~3.0%	250	310
Airport/Southern	19,780	6,070	13,700	~2.5%	~3.0%	340	410

Table 8 Year 5: Estimated Daily Trip Demand for On-Demand Microtransit

Demand & System Needs	 First/Last Mile Micromobility	 Micromobility	 First/Last Mile On-Demand Microtransit	 Deviated Fixed Route	 On-Demand Microtransit	 Dynamic Vanpool
Baker	<u>Demand</u> Low <u>System Needs</u> Pedestrian & Bike Infrastructure	<u>Demand</u> Not feasible <u>System Needs</u> Increased density	<u>Demand</u> Low <u>System Needs</u> On-demand transit	<u>Demand</u> Low <u>System Needs</u> Operations restructuring	<u>Demand</u> Medium <u>System Needs</u> On-demand transit	<u>Demand</u> Medium <u>System Needs</u> Vanpool or commuter services
Airport/Southern	<u>Demand</u> Low <u>System Needs</u> Pedestrian & Bike Infrastructure	<u>Demand</u> Very low <u>System Needs</u> Pedestrian & Bike Infrastructure	<u>Demand</u> Medium <u>System Needs</u> On-demand transit	<u>Demand</u> Low <u>System Needs</u> Operations restructuring	<u>Demand</u> Medium-Low <u>System Needs</u> On-demand transit	<u>Demand</u> Medium <u>System Needs</u> Vanpool or commuter services

Figure 15 Technical Based Recommendations

APPENDIX A: METHODOLOGY

LOCUS Location-Based Services (LBS) Data

LBS data are collected by global positioning systems (GPS) applications running either in the background or foreground on cellular devices, where the device user has opted to allow access to the app to import the device's geographic location. The data are anonymized so that information cannot be tracked to a particular mobile phone number, processed into trips based on a set of algorithms and criteria, and aggregated by block group in the CATS service area, time of day, and whether trip lengths were above 2.5 miles. The LOCUS trip tables identify the origin and destination of each trip. Since the LBS dataset only includes a sample of all trips made, the trips from this sample are factored to approximate total trip volumes. Expansion algorithms are applied to scale travel metrics so that they reflect the patterns of the total population in the region and normalize the metrics to a unit scale – in this case, average daily trips on weekdays. For this study, the focus was on trips starting and/or ending in the Baker and Airport/Southern sub areas.

Transit and Drive Times from the Google Maps API

To understand transit competitiveness by origin/destination geography, a subset of trips in the LBS dataset were routed in the Google Maps Directions API. Transit and drive travel times on Wednesday at 11 a.m. between internal block group centroids and/or external zone centroids were queried through the API to represent average travel conditions during weekday midday. This simplified approach can provide insights into high-level transit network conditions but has some limitations. The queries were conducted in October 2020 based on the modified weekday transit service schedule in response to COVID 19 and might overestimate transit travel times at lower service frequencies. The results did not incorporate wait times at the first stop (in other words, assuming that passengers would change their departure times based on the arrival times of transit vehicles). Centroids were chosen to represent the general conditions of the block groups; however, transit access may vary widely within the same block group and the variation would not be captured in this analysis. Travel within the same block group also could not be analyzed under this approach as the origins were identical to the destinations.

External and Internal Zone Definition

Since the LBS data was provided at the block group level, the boundaries of two sub areas were expanded accordingly to include all relevant block groups. The expanded sub areas are also referred to as "internal zones".

The external market selection originally identified ten key travel markets, defined as clusters of Traffic Analysis Zones (TAZs) in the CATS service area that do not overlap with the two sub areas. These external markets have significant flows from the two sub areas in the Capital Region Planning Commission's travel model. However, most block groups in the CATS service area were larger than the TAZs; therefore, these boundaries were redefined in conformance to the block group boundaries, resulting in a total of ten external travel markets (or external zones) for the analysis.

External transit markets in the CATS service area for the Baker and the Airport/Southern sub areas were defined using trip flows from the Baton Rouge travel demand model to analyze travel patterns between the sub areas and the rest of the CATS service area, and business establishment data to validate these patterns. Ten clusters of Traffic Analysis Zones (TAZs) with high flows to/from the two sub areas were identified. The key data sources used were the origin-destination tables arranged by trip purpose for TAZs in the CATS service areas (under the 2042 Build scenario) and business establishments in the CATS service area. The business establishment dataset providing the names of business establishments, industry NAICS codes, and number of employees at the locations.

The effectiveness of transit service and access improvements depends on the trip intensity along origin-destination pairs, a measure of spatial proximity of trip ends. Depending on the directionality, trip intensity is defined as the number of trips normalized by area. For each sub area, TAZs with the top 10 percent trip intensity to and from the sub area (high per-square-mile trip counts) were mapped.

As a first step, the total trip intensity from/to the Baker Sub Area and the Airport/Southern Sub Area was explored. Given the proximity of the two sub areas, trip intensity between the sub areas is relatively high. Major destinations from the Baker Sub Area are mostly located in the southern half of the transit service area. These include visible clusters in Downtown Baton Rouge and along Florida Boulevard, Airport Highway, University Park, and I-10 (e.g., the Baton Rouge Health District and shopping plazas). In contrast, major trip origins are clustered around the residential neighborhoods to the south of the Airport/Southern Sub Area (area labeled as "Hwy 190 & Plank Rd" in Figure 2) and University Park, with some intermittent TAZs along Florida Boulevard.

The Airport/Southern Sub Area is largely residential and has similar densities and income levels as the Baker Sub Area. Its major destinations are also similar to the ones from the Baker sub area, including Downtown Baton Rouge, Florida Boulevard, University Park, and major activity centers along I-10. Trip intensity to the Hwy 190 & Plank Rd area is also among the top 10 percent. The major trip origins are again similar to the ones identified for the Baker Sub Area.

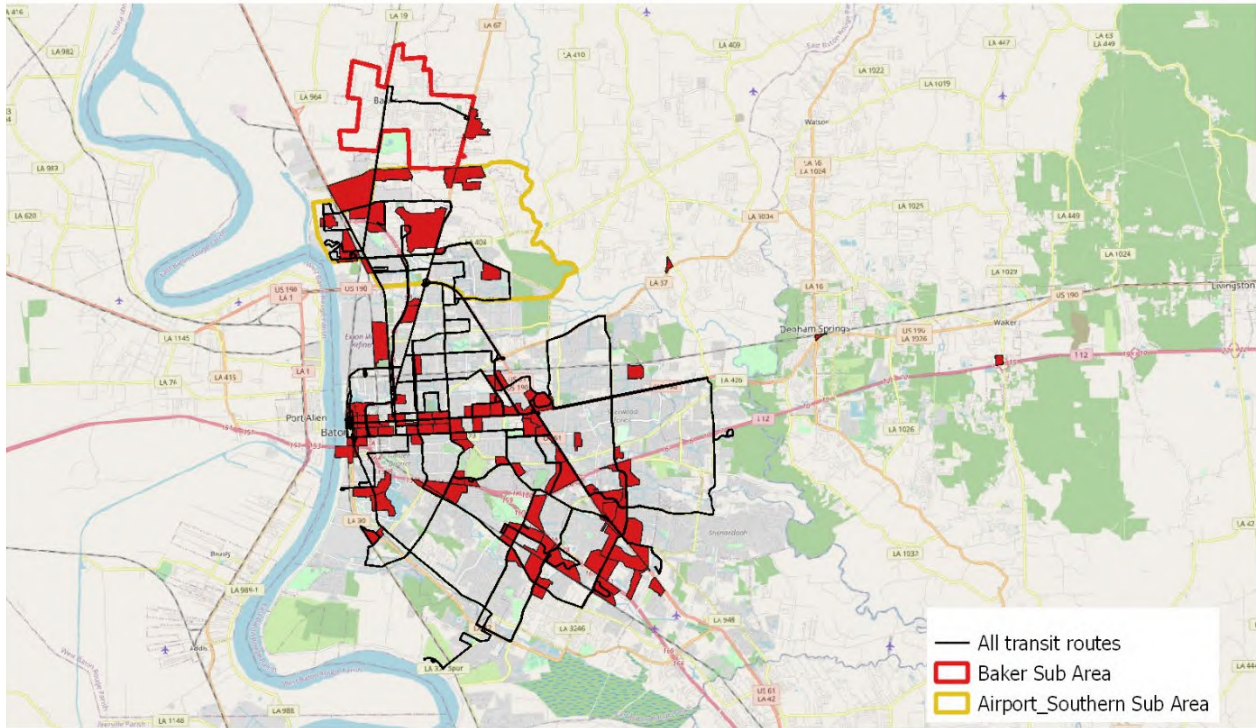


Figure 16 TAZs with Top 10 Percent Trip Intensity from Baker Sub Area

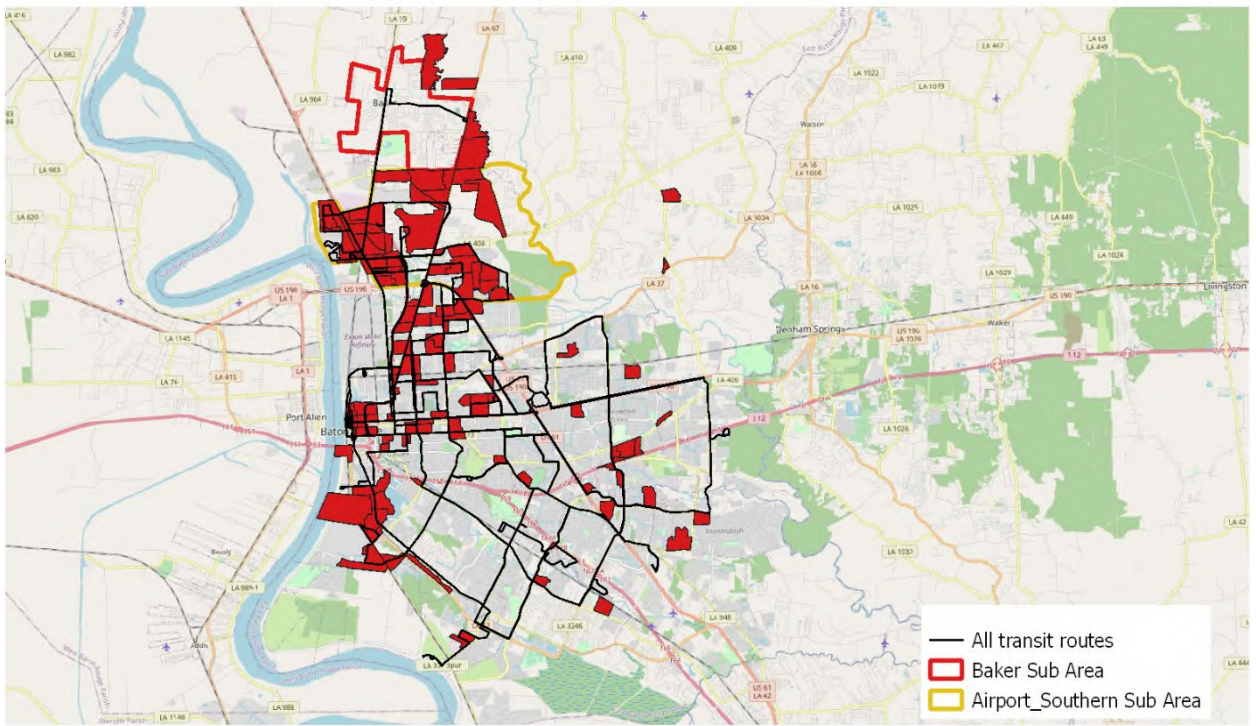


Figure 17 TAZs with Top 10 Percent Trip Intensity to the Baker Sub Area

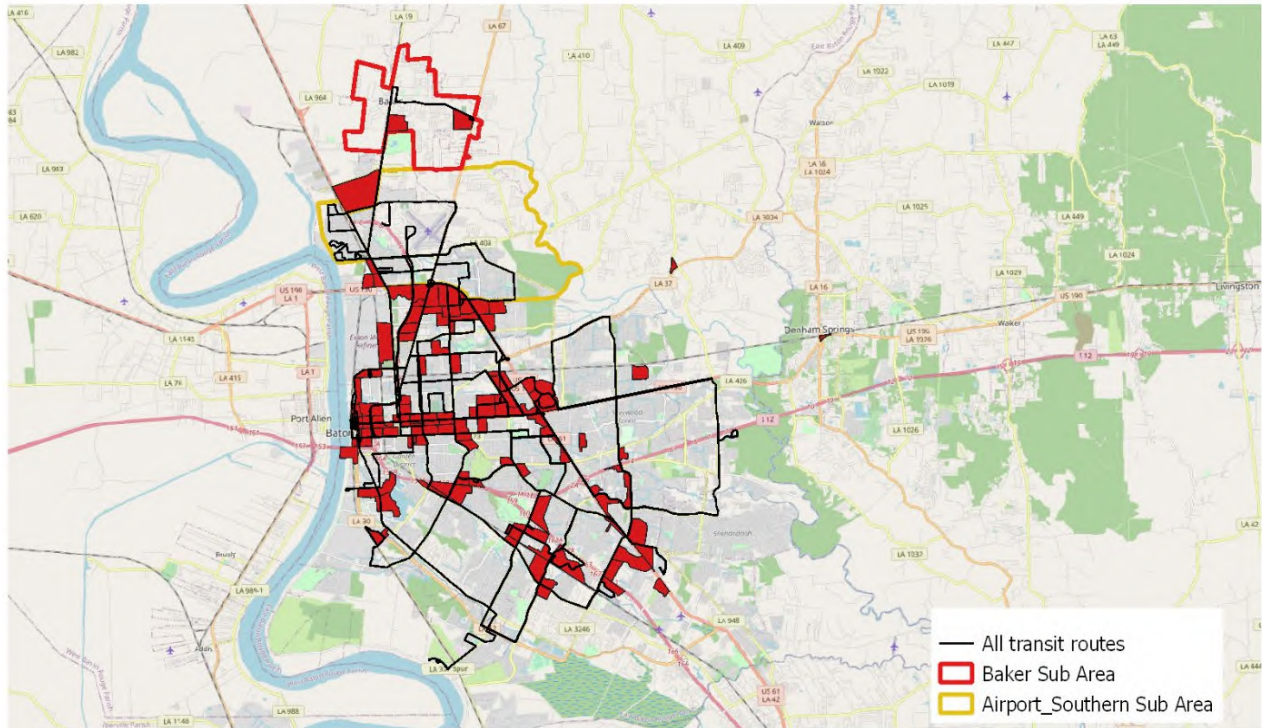


Figure 18 TAZs with Top 10 Percent Trip Intensity from the Airport/Southern Sub Area

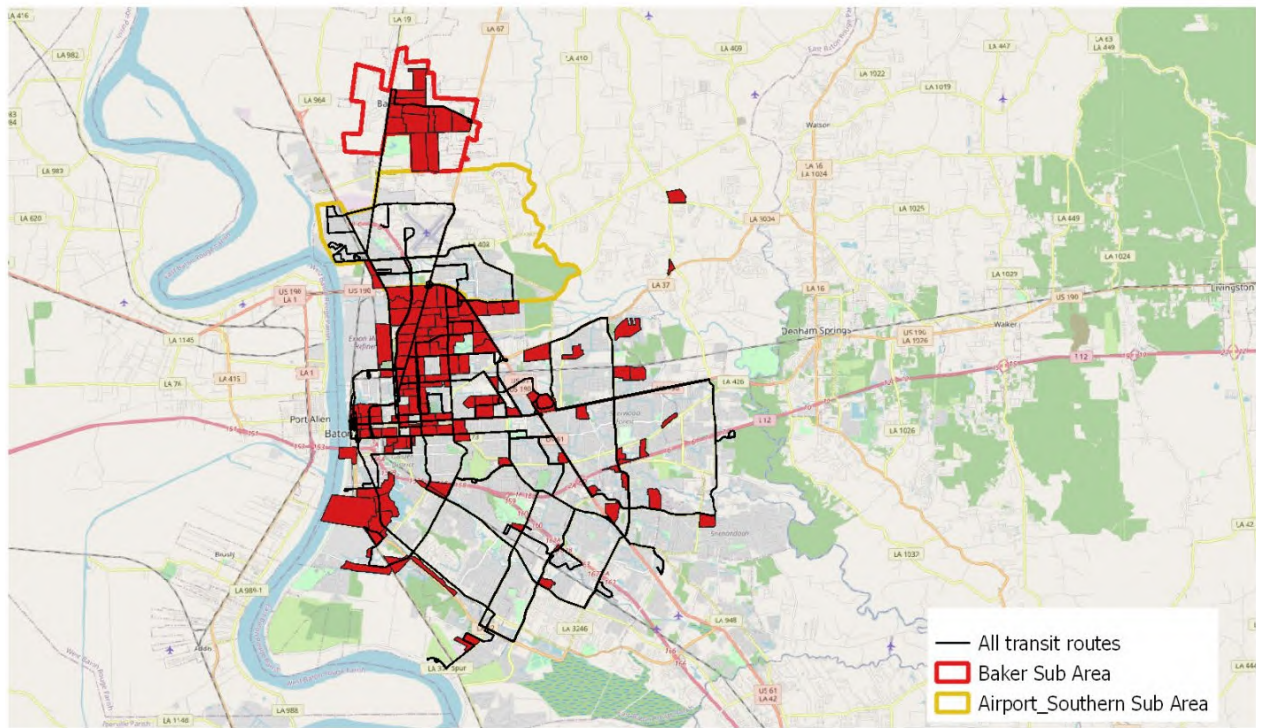


Figure 19 TAZs with Top 10 Percent Trip Intensity to the Airport/Southern Sub Area

Differences in travel patterns based on different trip purposes were evaluated, as the propensity of using transit could vary by trip purpose. For instance, individuals are more likely to use automobiles for carrying items for a shopping trip than for a home-based work trip. In this step, the largest categories of **home-based** trips, namely Home-Based Work and Home-Based Other, were mapped to capture the travel patterns of residents in the Baker and Airport/Southern sub areas.

For both sub areas, the top 10 percent high-intensity Home-Based Work trip destinations are concentrated along I-10 and Airport Highway and around the intersection (in areas labeled as “Airport Hwy”, “Health District”, “Bluebonnet Blvd”, and “I-10 & College Dr” in Figure 2). Downtown Baton Rouge and a few TAZs in University Park also have high trip intensities. For Home-Based Other trips, the top 10 percent high-intensity locations have shifted to the northern half of the transit service area, with visible clusters along Florida Boulevard, around “Hwy 190 & Plank Rd” and the Exxon Refinery.

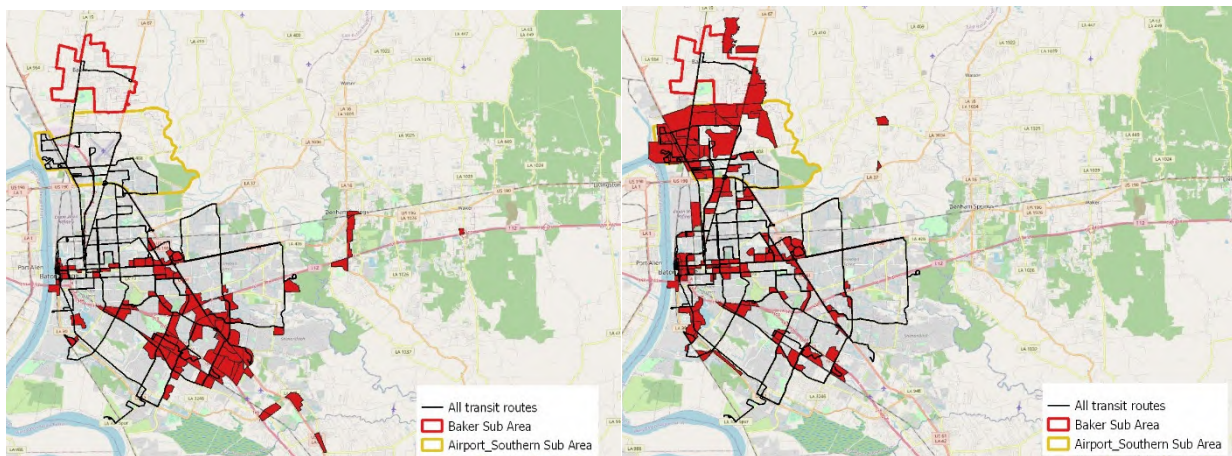


Figure 20 TAZs with Top 10 Percent Trip Intensity from the Baker Sub Area based on Home-Based Work Trips (left) and Home-Based Other Trips (right)

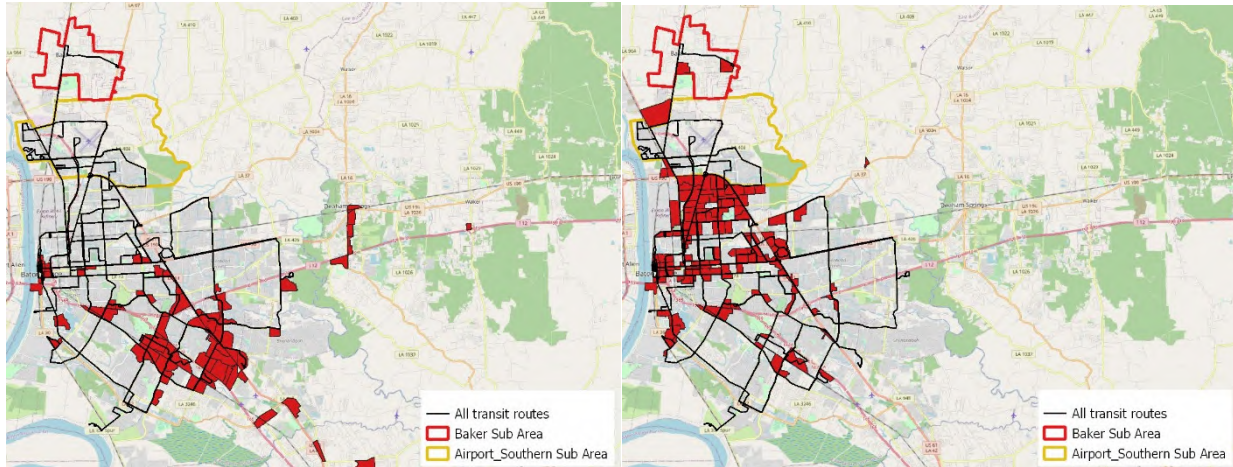


Figure 21 TAZs with Top 10 Percent Trip Intensity from the Airport/Southern Sub Area based on Home-Based Work Trips (left) and Home-Based Other Trips (right)

After locating the high-intensity cluster centers, business establishment data was used to check for additional trip-inducing points of interest near these centers and validate the cluster boundaries (Figure 20). A manual procedure was applied such that all TAZs around clusters identified above that are in the same employee count tier as the majority of the TAZs in the clusters were included as part of the clusters.

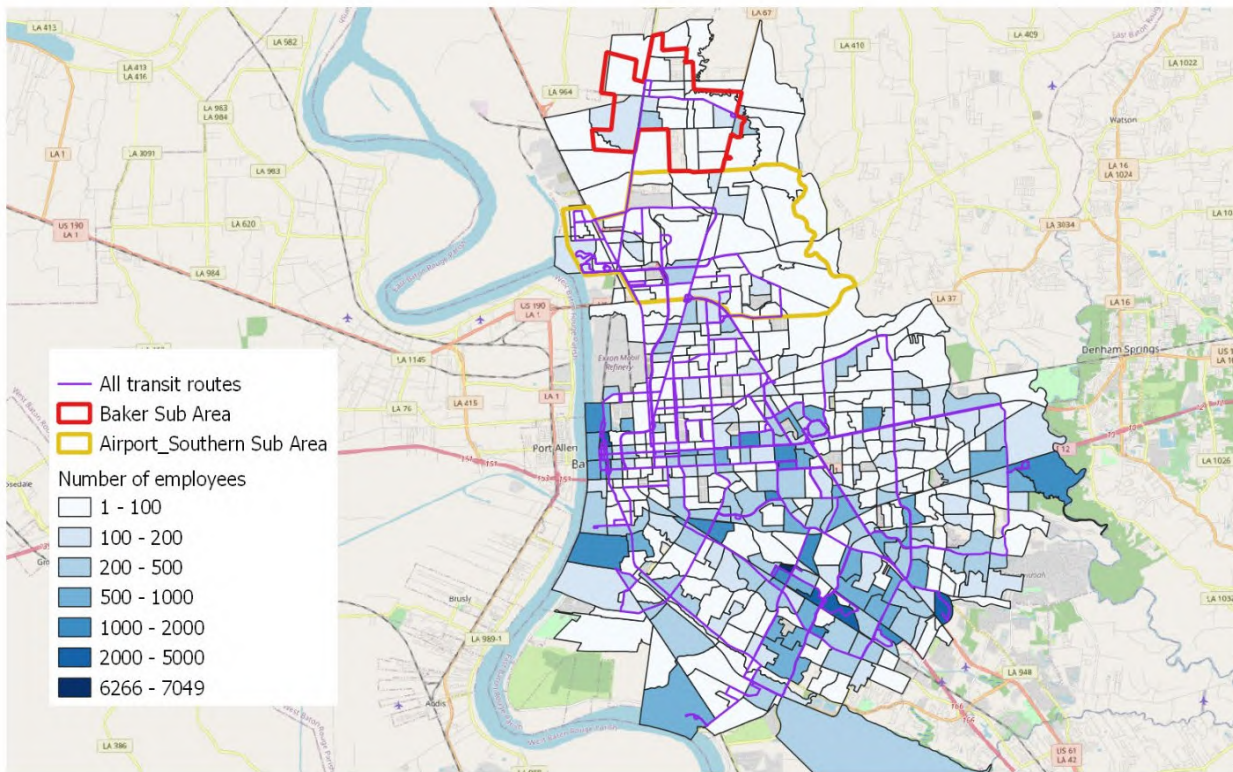


Figure 22 Employee Counts in the TAZs

DECEMBER 2020

TECHNICAL MEMORANDUM

Pedestrian Transit Access

Capital Area Transit System (CATS) Sub Area On-Demand Project

Completed for:



Completed by:



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PEDESTRIAN TRANSIT ACCESS

The Pedestrian Transit Access Technical Memorandum (Memo) provides the existing conditions of pedestrian-related infrastructure, such as sidewalks for pedestrian-transit access to the top ridership stops in the Baker and Airport/Southern sub areas (Figure 1), as well as associated recommended improvements. The information compiled for the Memo provides the basis for preliminary costs estimate (PCE) of streetscape and pedestrian access-related improvements.

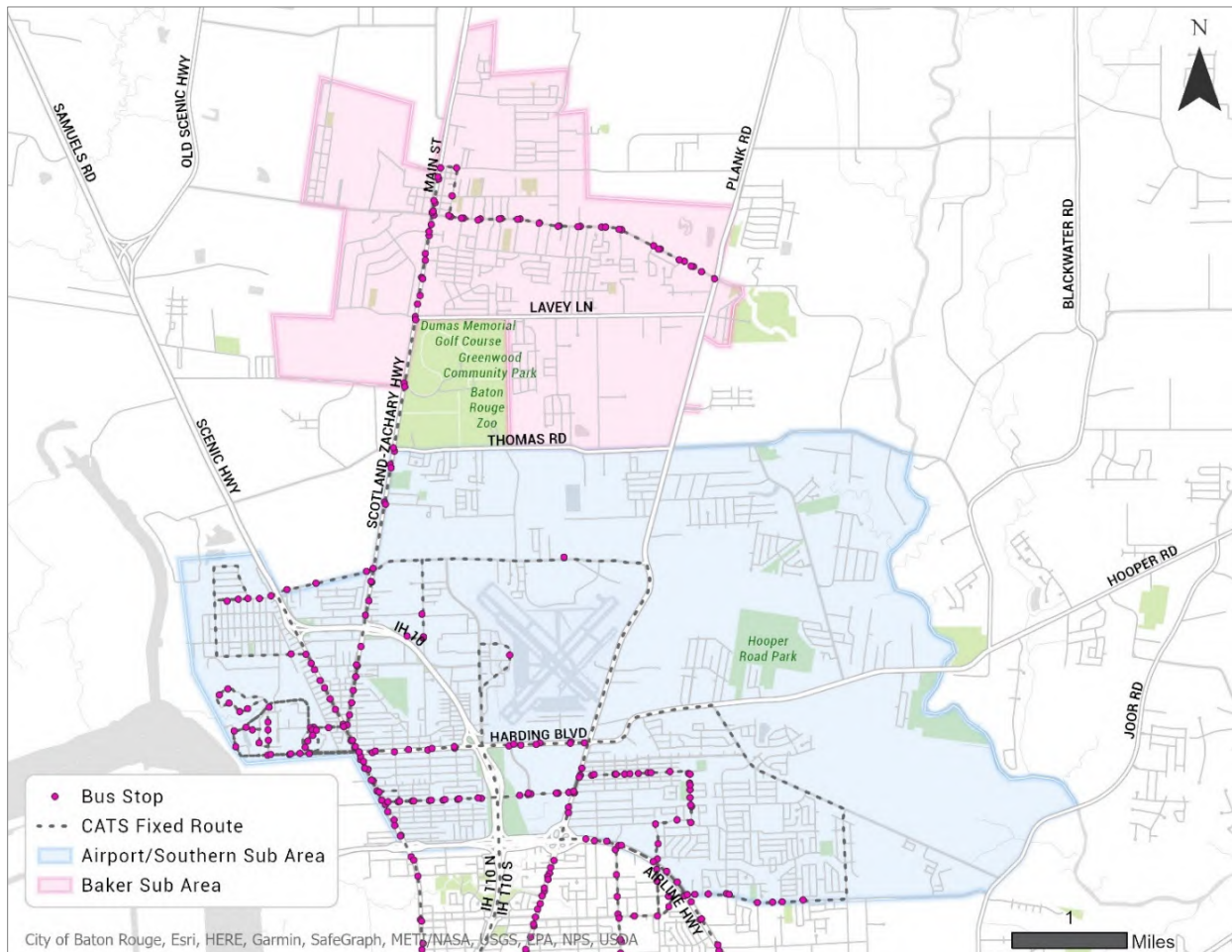


Figure 1 Study Area - Sub Areas

Background

Dating back to the Clinton Administration, the Federal Transit Administration (FTA) supports and provides funding for programs that support the Livable Administration Initiative (LCI).¹ The LCI provide a framework for the design of streetscape improvements that enhance pedestrian and

¹ Council on Environmental Quality. Clinton-Gore Livability initiative Building Livable Communities Initiative: Building Livable Communities for the 21st Century. Retrieved in November 2020 from <https://clintonwhitehouse4.archives.gov/CEQ/livability.html>

transit access to transit facilities and services. Many first/last mile transit trips are on foot, and enhancing the safety, comfort, and ease of use of pedestrian-transit access can induce additional ridership. Enhancements such as transit shelters, sidewalks, Americans with Disabilities Act (ADA) compliant ramps, landscape barriers between pedestrians and automobile traffic, pedestrian amenities (i.e., benches and waste receptacles), pedestrian-oriented lighting, and hike-and-bike trails are considered eligible expenses by FTA within a capital grant if improved pedestrian and transit access can be demonstrated. In addition to pedestrian support, expanded federal support of bike connectivity to transit has recently been placed into effect. The current policy allows the creation of an “LCI impact area” around nodes of transit such as transit terminals and bus stops. The impact area varies in size with a one-half mile radius to support pedestrian-related infrastructure and a three-mile radius to support bicycle-related infrastructure. This policy was codified in August 2011 in Federal Register 76 FR 52046 *Final Policy Statement on the Eligibility of Pedestrian and Bicycle Improvements Under Federal Transit Law*.²

Airport/Southern Sub Area Pedestrian Transit Access

The highest ridership in the Airport/Southern Sub Area stops are stops 372, 42, 874, 733, and 986 (Figure 2).



Figure 2 Airport/Southern Sub Area Pedestrian Transit Access

² Federal Register / Vol. 76, No. 161 / Docket No. FTA-2009-0052 / Friday, August 19, 2011

Airport/Southern Sub Area Stop 372 (Scenic @ Palisades)

Engineer Assessment

- Sidewalk in good condition but lacks bus shelter
- Nearby intersection (Harding & Scenic) does not have pedestrian crossing infrastructure
- Existing traffic control devices (signals, lane markings) may need realignment to accommodate pedestrian crossings (requires traffic engineering analysis)

Accessibility Recommendations

- Install bus stop concrete pad and shelter

Additional Safety Enhancements

- Improve traffic controls and install pedestrian crossing features at intersection of Harding & Scenic (if traffic engineering analysis warrants):
- Traffic signal overhead mast arm assembly with pedestrian signals (This enhancement assumes the appropriate improvement is upgrade of existing signal system (retrofitting pedestrian signals on existing system would likely cost less but create more visual obstructions)
- Dual corner and median ADA-compliant ramps
- Crosswalk markings
- Barrier curb around and sidewalk across medians

Airport/Southern Sub Area 42 (Blount @ Kingfisher)

Engineer Assessment:

- No accessibility features present; impacted by open ditch
- Same lack of infrastructure for bus stop across the street
- Existing driveway in poor state of repair
- Nearest sidewalks are across railroad tracks to west and around the corner to the east
- Access to two school on west sidewalk
- Access to a footbridge over Scenic Hwy on east sidewalk

Accessibility Recommendations:

- Improve both bus stops with new concrete pads and culverts
- Replace driveway and replace grate inlet
- Replace sidewalk around east corner

Additional Safety Enhancements:

- Install sidewalk, railroad crossing, curb ramps, and crosswalk to west sidewalk (requires agreement with railroad and ground/drainage work)
- Install curb ramps (2), crosswalk and pedestrian signs (2) for stop across street

Airport/Southern Sub Area 874 (Swan & Scenic WB)

Engineer Assessment:

- Existing sidewalks in good condition
- No bus shelters or concrete pads

Accessibility Recommendations:

- None

Additional Safety Enhancement:

- Install bus shelter and concrete pad at 874

Airport/Southern Sub Area 733 (Greenwell @ Airline)

Engineer Assessment:

- Existing sidewalks in okay condition

Accessibility Recommendations:

- None

Additional Safety Enhancement:

- Add sidewalk to CVS at 733 (may require easement)

Airport/Southern Sub Area 986 (Earl K. Long Transfer Center)

Engineer Assessment:

- Bus shelters, concrete pad, and sidewalk in good condition
- Existing shoulder sufficient for bus loading/unloading

Accessibility Recommendations:

- Install sidewalk to connect to 733 (may require some utility adjustments)
- Replace driveways (2) near transfer center
- Install curb ramps and crosswalk markings (with stop sign) at CVS entrance

Additional Safety Enhancement:

- None

Airport/Southern Sub Area Capital Costs

Capital costs are derived from recent low bid construction contracts. Costs do not include traffic studies or costs associated with easements or utility conflicts. Project engineering costs add to construction total include Survey (11%), Environmental (3%), Design (22%), Construction Management (3%), and Materials Testing (1%). Additional construction costs added to construction subtotal include Mobilization (10%), Traffic Control (3%), SWPPP (2%), and Contingency (10%). Costs do not include traffic studies or costs associated with easements or

utility conflicts. The PCE for the accessibility recommendation is about \$204,000 and the additional safety enhancements would be \$746,000.

<i>Item</i>	<i>Bus Stop ID</i>	<i>Cost</i>
Accessibility Recommendations		
Bus shelter (2) (purchase and installation)	372	\$40,000
Concrete bus stop pad (2)	372/42/874	\$15,000
Concrete driveway (3)	42/986	\$30,000
Concrete sidewalk	42/986	\$21,000
Curb ramp (4)	42/986	\$8,000
Pavement (crosswalk) markings & sign	42/986	\$3,000
Construction Subtotal		\$117,000
Additional Construction (25%)		\$29,000
Construction Total		\$146,000
Project Engineering (40%)		\$58,400
Accessibility Recommendations Total		\$204,400

Table 1 Airport/Southern Sub Area Costs for Accessibility Recommendations

<i>Item</i>	<i>Bus Stop ID</i>	<i>Cost</i>
Additional Safety Enhancements		
Traffic/pedestrian signal system	372	\$300,000
Curb ramps (14)	372/42	\$28,000
Pavement (crosswalk) markings	372/42	\$13,000
Barrier curb (medians)	372	\$13,000
Bus shelter (purchase and installation)	874	\$20,000
Concrete bus stop pad	874	\$2,400
Concrete sidewalk	372/42/733	\$50,000
Subtotal		\$426,400
Additional Construction (25%)		\$107,000
Construction Total		\$533,000
Project Engineering (40%)		\$213,200
Additional Safety Enhancements		\$746,200

Table 2 Airport/Southern Sub Area Costs for Additional Safety Enhancements Recommendations

Baker Sub Area Pedestrian Transit Access

The highest ridership stops in the Baker Sub Area are stops 1524, 652, 1320, 651, and 235 (Figure 3).



Figure 3 Baker Sub Area Pedestrian Transit Access

Bus Stop 1524 (Groom St @ Shilo Street)

Engineer Assessment:

- Existing sidewalks are undersized (3-4 ft wide); concrete in good condition but not well-maintained (grass is encroaching on travel path)
- Bus shelter and concrete pad are serviceable
- No ADA or pedestrian safety features at crossing of Shilo
- Driveway crossing and sidewalk in poor condition at business on east side of Shilo
- Improper stop sign on Shilo approach to Groom

Accessibility Recommendations:

- Add curb ramps and crosswalk markings across Shilo
- Install regulation stop sign at intersection

- Replace driveway and deteriorated sidewalk on east side of Shilo
- Clear growth from existing sidewalks (O&M; not project cost)

Additional Safety Enhancements:

- Extend median to provide pedestrian refuge and improve curb returns
- Add street lighting at/near intersection

Bus Stop 652 (Hillcrest Memorial Gardens, Bus Stop 1320 (Groom @ Walmart), Bus Stop 651 (Groom @ Walmart), and Bus Stop 235 (Groom @ Walmart/Wendy's) (East Groom Road)

Engineer Assessment

- Existing sidewalks are undersized (3-4 ft wide); concrete in good condition
- Sidewalk on the north side of Groom close to property line (based on utilities located within 1-2 feet of the sidewalk)
- Existing bus shelter and concrete pad in good condition (Bus Stop 1320)
- No bus shelter or concrete pad present at three bus stops (235, 651, 652)
- ADA or pedestrian safety features at access street crossings (secondary entrances (2) to Walmart to east and west of Bus Stop 1320) in poor condition or not present
- Driveway crossings at cemetery and charter school on north side of Groom in poor condition
- No pedestrian crossing controls or markings and poor or no curb ramps at signalized intersection (main entrance to Walmart east of Bus Stop 235); improper yield sign at northbound approach to intersection and deteriorating asphalt pavement and markings (this is the only signalized intersection on Groom Rd. before Plank Rd.)
- No pedestrian access to Dollar Tree or Walmart; gap in existing sidewalk behind storm inlet near Dollar Tree

Accessibility Recommendations:

- Install pedestrian signals, curb ramps, and crosswalk markings at signalized intersection (Bus Stop 235) and remove yield sign (this recommendation may require a traffic engineering warranty analysis per the MUTCD)
- Replace driveways at cemetery and charter school
- Improve/add curb ramps and crosswalk markings at both access street crossings
- Install sidewalk at gap at storm inlet near Dollar Tree

Additional Safety Enhancements:

- Add concrete pad to Bus stops 652, 651, 235 (this may require easements)
- Add bus shelter to Bus stops 652, 651, 235

- Install sidewalks to Dollar Tree and Walmart entrances (this may require easements)
- Additional items needed for Walmart entrance: 3x curb ramps, crosswalk markings, clearing

Baker Sub Area Capital Costs

Capital costs are derived from recent low bid construction contracts. Costs do not include traffic studies or costs associated with easements or utility conflicts. Project engineering costs add to construction total include Survey (11%), Environmental (3%), Design (22%), Construction Management (3%), and Materials Testing (1%). Additional construction costs added to construction subtotal include Mobilization (10%), Traffic Control (3%), SWPPP (2%), and Contingency (10%). Costs do not include traffic studies or costs associated with easements or utility conflicts. The PCE for the accessibility recommendation is about \$120,600 and the additional safety enhancements would be \$108,180.

<i>Item</i>	<i>Bus Stop ID</i>	<i>Cost</i>
Accessibility Recommendations		
Curb ramps (12)	1524, East Groom Road Stops	\$28,000
Pavement (crosswalk) markings	1524, East Groom Road Stops	\$12,000
Small roadside sign (stop)	1524	\$500
Concrete driveway	1524, East Groom Road Stops	\$23,000
Concrete sidewalk	1524, East Groom Road Stops	\$1,400
Pedestrian signal assembly	East Groom Road Stops	\$32,000
Construction Subtotal		\$96,600
Additional Construction (25%)		\$120,600
Construction Total		\$48,240
Project Engineering (40%)		\$168,840
Accessibility Recommendations Total		\$120,600

Table 3 Airport/Southern Sub Area Costs for Additional Safety Enhancements Recommendations

Item	Bus Stop ID	Cost
Additional Safety Enhancements		
Concrete bus stop pad (3)	East Groom Road Stops	\$7,200
Bus shelter (3) (purchase and installation)	East Groom Road Stops	\$60,000
Concrete sidewalks	East Groom Road Stops	\$13,000
Curb ramps (3)	East Groom Road Stops	\$6,000
Pavement (crosswalk) markings	East Groom Road Stops	\$3,500
Clearing	East Groom Road Stops	\$1,000
Barrier curb (median)	1524	\$3,000
Streetlights (3)	1524	\$6,000
Curb ramp (raised median)	1524	\$3,000
Subtotal		\$102,700
Additional Construction (25%)		\$26,000
Construction Total		\$128,700
Project Engineering (40%)		\$51,480
Additional Safety Enhancements		\$180,180

Table 4 Baker Sub Area Costs for Additional Safety Enhancements Recommendations

SUMMARY OF ALL RECOMMENDATIONS & ENHANCEMENTS

By enhancing pedestrian transit access riders can safely and comfortably access transit via pedestrian infrastructure. CATS should consider, at a minimum, implementing the accessibility recommendation to improve the accessibility to the higher ridership stops within the sub areas. The total engineering and capital cost to improve the accessibility is about \$375,000 and to fully enhance accessibility and safety the engineering and capital cost is about \$1.29 million (costs do not include traffic studies or costs associated with easements or utility conflicts).

Project Area	Accessibility Only Costs	Safety Enhancement Only Cost	Accessibility and Safety Enhancement & Costs
Airport Area	\$117,000	\$426,000	\$543,000
Baker Area	\$96,600	\$102,700	\$199,300
Construction Subtotal	\$213,600	\$528,700	\$742,300
Additional Construction (25%)	\$53,000	\$132,000	\$185,000
Construction Total	\$266,600	\$660,700	\$927,300
Project Engineering (40%)	\$106,640	\$264,280	\$370,920
Project Total	\$373,240	\$924,980	\$1,298,220

Table 5 Pedestrian Infrastructure Improvements Costs

DECEMBER 2020

TECHNICAL MEMORANDUM

Benefit/Cost Analysis

Capital Area Transit System (CATS) Sub Area On-Demand Project

Completed for:



Completed by:



THE GOODMAN CORPORATION

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CAPITAL AREA TRANSIT SYSTEM (CATS) SUB AREA ON-DEMAND BENEFIT/COST ANALYSIS

The 2020 USDOT *Benefit-Cost Analysis (BCA) Guidance for Discretionary Grant Programs* provides the foundation for the methodologies used to estimate the quantified and subsequent monetized benefits in this BCA.¹ The evaluation process examines the fundamental question of whether the expected benefits of the project justify the cost with the understanding that some benefits and costs are difficult to quantify.

The BCA quantifies the net difference between the “No Build” and “Build” scenarios for the implementation of the *Capital Area Transit System (CATS) Sub Area On-Demand Transit* (Project). The **No Build Scenario** assumes that CATS will not implement new on-demand transit. The **Build Scenario** assumes implementation of new on-demand transit service in Baker and Airport/Southern sub areas of the CATS service area.

CATS Sub-Area On-Demand BCA examines how the net difference between the No Build and Build scenarios results in societal benefits throughout the 10-year planning horizon (2021-2030).

Statement of Need

In 2020, CATS examined the best path forward to consider which accessible transit options will best deliver public transportation benefits for the Baker and Airport/Southern sub areas. CATS ensured the proposed solution would further its mission “*by enriching the lives of our customers and communities by offering independence and safety ... connecting you to what matters.*”

Discounted @ 7% to 2018\$

BCA = 1.77

&

NPV = 4.91 million

Benefits Monetized

Operating Costs

Safety

Sustainability

Project Needs

Provide Transportation

Options to All (Equity)

Increase Level of Service

(Competitiveness)

¹ United States Department of Transportation. Benefit-Cost Analysis Guidance for Discretionary Grant Programs. Retrieved in February 2020 from https://www.transportation.gov/sites/dot.gov/files/2020-01/benefit-cost-analysis-guidance-2020_0.pdf

Robust technical and stakeholder/public inputs support that the on-demand service is needed. A detailed literature review of over a dozen local, regional, and state transportation plans indicates that access and connections to transit is a top goal for the sub areas. United States Census Bureau American Community Survey (ACS) demographic analysis shows that the circumstance of sub areas average low-income per capita that incentivizes residents to walk, bike and use transit out of necessity. The percent of low-income residents in the sub-areas is about 23% which is 6 point higher than the regional average (Capital Region Planning Commission (CRPC) service area) and the disability rate is at about 15 a few points higher than the regional average. Additionally, zero car households are well above regional average in the Airport/Southern sub area. These demographic indicators qualify both sub areas as a high transit needs area.

Transit usage is highly dependent on transit travel times; even with reasonable transit access on both ends of a trip, transit travel time can be long due to short station spacing and transfers. The transit travel time competitiveness is defined as the ratio of end-to-end transit travel time to auto travel time for a given origin-destination pair. The average transit competitiveness was calculated from every block group in the sub areas to other block groups in the sub areas and the external zones using the Google Maps API. For simplicity, midday travel times were used to represent typical travel conditions. The ratios are categorized according to Table 1.

Score	Transit – Auto Travel Time Ratio
Very competitive	< 1.5x
Competitive	1.5 – 2.5x
Marginally competitive	2.5 – 4x
Uncompetitive	> 4x
Inaccessible	No transit route

Table 1 Transit Competitiveness Values

A summary of the transit competitiveness of midday trips from the two sub areas is presented in Figure 1. In the Baker Sub Area, most of the trips are either inaccessible or uncompetitive on transit; this is reasonable given that half of the sub area is distant from existing transit services and that many trips would require a transfer somewhere along CATS Bus Route 70, adding to the total transit travel times. In the Airport/Southern Sub Area, most trips are uncompetitive on transit; however, there is a higher share of trips that are somewhat competitive using transit than trips in Baker. Internal travel represents the majority of travel demand from the two sub areas with considerable room for improvement in terms of transit competitiveness.

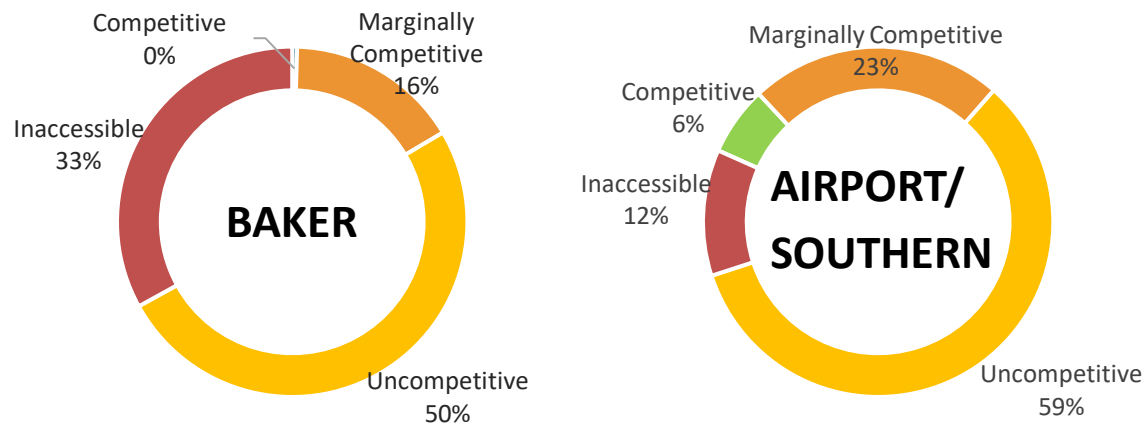


Figure 1 Sub Area Travel Competitiveness

In addition, through the flowing methods of engagement for the Plan, there was strong support stakeholder and public support for sub area on-demand transit.

- Press release or content created regarding Plan
- Several online meetings
- Rider and driver surveys

“The Southern Zone is very important to me. And so is people’s ability to access key activity centers in this area. Several years ago, it took me four hours to make a round trip to the hospital. A HUB was promised for the Southern Zone and it has yet to materialize. We need a survey of the riders and a virtual meeting with all key stakeholders.”

Project Description

The proposed project consists of CATS providing, through a full-turnkey provider, on-demand transit within each boundary of the Baker and Airport/Southern sub areas (Figure 2). The CATS on-demand service will be a shared ride providing curb-to-curb service. The customer will have access to same day booking through a mobile application and will have a relatively short wait time (between 12-20 minutes), with a maximum walking distance of 500 feet. The hours of service will be 7 days a week 7:00 AM to 7:00 PM. CATS will provide 30,700 revenue hours of service during the first year of operations and could grow the serve to 125,000 revenue hours by year 5.

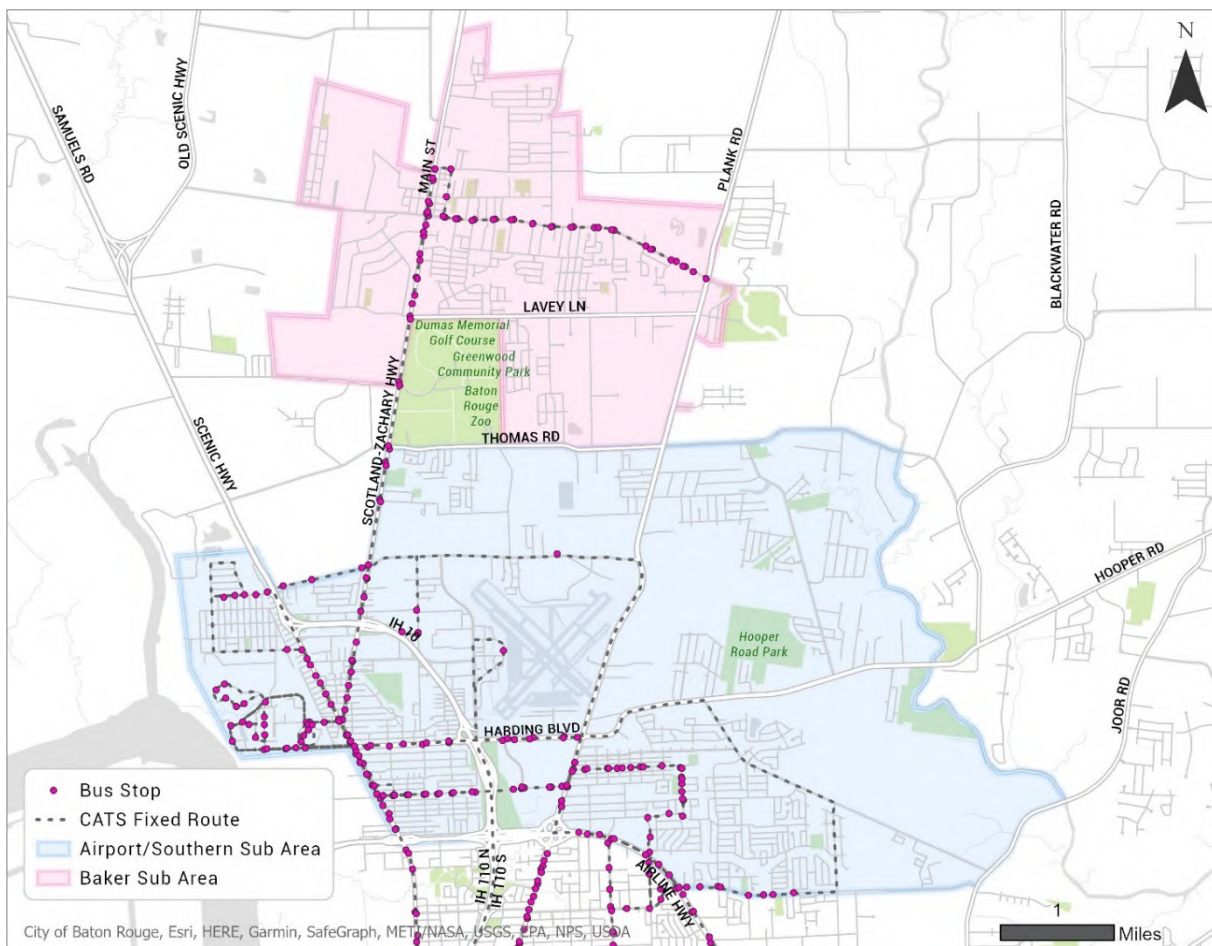


Figure 2 Study Area - Sub Areas

The No Build Scenario assumes that CATS will not implement new on-demand transit. The Build Scenario assumes implementation of new on-demand transit service in Baker and Airport/Southern sub areas of the CATS service area.

Assumptions/Calculations

The following assumptions/calculations are used throughout the BCA analysis:

Real Dollars & Discount Rate

The Office of Management and Budget (OMB) Circular A-94 provides guidance on real discount rates. It states that a real discount rate of 7% (an estimate of the average before-tax rate of return to private capital in the U.S. economy) should be used as a base case for regulatory analysis. It is a broad measure that reflects the returns to real estate and small business capital as well as corporate capital. In accordance with USDOT guidance, a 7% discount rate was applied to all costs and benefits after all costs or benefits were converted to 2018 real dollars (2018\$) and no inflation is applied to any benefits throughout the analysis period (a common base year is required for all USDOT BCAs).

Summarized Costs

The costs of the project throughout the planning horizon, in the year of expenditure (nominal dollars) is \$20.32 million. These costs are discounted 7% from the expenditure year in 2018\$. The real discounted costs are \$12.12million in 2018\$.

PROJECT COSTS		
<i>Scenario</i>	<i>Nominal \$ Year of Expenditure No Discount</i>	<i>7% Discount 2018\$</i>
Planning/Marketing	\$360,000	\$272,014
Operating (FY2021-FY2030)	\$19,955,000	\$11,854,408
Project Costs	\$20,315,000	\$12,126,422

Table 2 Project Costs

Planning Horizon

The analysis period for the project is 10 years from opening year of Fiscal Year (FY) 2021 and discounted at 7% to 2018\$. The 7-year planning horizon is from FY2021 to FY2030.

No Build & Build Scenario Key Data Point for Vehicle Miles Traveled (VMT)

In the No Build scenario, no new ridership would be realized, therefore there would be no automobile trips converted to bus. In the Build Scenario the projected number of new transit

trips in FY2021 is 45,600 and 237,000 by FY2025. This estimate includes an increase in ridership due to level of service increases and anticipated robust marketing plan. Average transit trip distance is derived from the FY2019 CATS annual passenger miles divided by the annual unlinked passenger trips (3.79 miles per trip). The No Build Auto VMT is calculated by multiplying the total number of trips by the average trip distance (Equation 1). The total Auto VMT for the No Build scenario in year 1 is 173,300 and 900,900 in year 5.

Average Transit Trip Distance 3.79 * Annual Transit Trips

Equation 1 No Build - Annual Vehicle Miles Traveled

In the Build scenario, auto trips would be converted to bus trips. Therefore, the auto VMT is zero and the bus VMT is the average trip distance multiplied by the annual transit trips divided the average Passenger load per trip (1.75) (Equation 2). The total Bus VMT for the Build scenario in year 1 is 99,000 and 514,800 in year 5.

Average Transit Trip Distance 3.7 * Annual Transit Trips/Bus Load

Equation 2 Build - Annual Bus Miles Traveled

Benefit 1 - Equity and Access

No Build Scenario

Individuals would need to find alternative transportation (such as a private automobile or transportation network company) to complete trips.

Build Scenario

Individuals would be able to use on-demand transit to complete the trip.

Methodology/Summary

The regional metropolitan planning organization, the Capital Region Planning Commission (CRPC), uses seven relevant groups for indicators to determine if a population area is a Title VI targeted population,² also known as (EJ) populations, as defined by Executive Order 12898 and regional policy. The goal of an EJ assessment is to ensure projects are not disproportionately

² Capital Region Planning Commission. Title VI Plan – Appendix A. Adopted 08/12/2014; Updated 04/29/2019.

burdening EJ populations. However, transportation projects, as in the proposed project, can also have beneficial impacts to EJ populations, such as providing increased access to essential service and/or jobs. Based on the criteria in the table below, the project would serve areas that exceed four of the regional Title VI/EJ averages: low income, federal assistance recipients, minorities, and disabled population. These factors all indicate a high need for access to public transportation in which the on-demand transit would meet.

BENEFIT 1 – ACCESS AND EQUITY			
<i>Target Group</i>	<i>Measure</i>	<i>Sub Area Area</i>	<i>CRCP Regional Averages</i>
Low Income	% of Households Below Poverty ³	23.6%	16.6%
Federal Assistance Recipients	People who receive grants or federal funds ⁴	24.3%	12.8%
Minorities	% of Minorities ⁵	91.7%	41.9%
Elderly	% of Senior Population (Ages 65+) ⁶	13.5%	14.2%
Limited English Proficiency	% of Limited English Proficiency ⁷	0.59%	1.62%
Disabled Population	% of Persons with Disability ⁸ (Ages 18+)	15.1%	12.4%
Zero Car Households	% of Households without Automobile ⁹	7.9%	8.3%
Total Factors Above the Regional Average: Four (4)			

Table 3 Benefit 1 – Access and Equity

³ United States Census Bureau. “2014-2018 American Community Survey 5-Year Estimates” Table B17017. Retrieved in November 2020

⁴ United States Census Bureau. “2012-2016 American Community Survey 5-Year Estimates” Table B19058. Retrieved in November 2020

⁵ United States Census Bureau. “2012-2016 American Community Survey 5-Year Estimates” Table B03002. Retrieved in November 2020

⁶ United States Census Bureau. “2012-2016 American Community Survey 5-Year Estimates” Table K200104. Retrieved in November 2020

⁷ United States Census Bureau. “2012-2016 American Community Survey 5-Year Estimates” Table C16002. Retrieved in November 2020

⁸ United States Census Bureau. “2012-2016 American Community Survey 5-Year Estimates” Table C18120. Retrieved in November 2020

⁹ United States Census Bureau. “2012-2016 American Community Survey 5-Year Estimates” Table B25044. Retrieved in November 2020

Benefit 2 - Operating Costs

No Build Scenario

Individuals would need to find alternative transportation (such as a private automobile or transportation network company) to complete trips.

Operating Costs Benefit
7% Discounted to \$2018
~\$7.06 million

Build Scenario

Individuals would be able to use on-demand transit to complete the trip.

Methodology/Summary

As described in the No Build & Build Scenario Key Data Point for Vehicle Miles Traveled (VMT) section of this Technical Memorandum, the total annual auto trips in the No Build are 45,600 in FY21 and 237,000 by FY25, which equates to 173,300 VMT in year 1 and 900,900 VMT in year 5, which further equates to 6,930 auto hours traveled in year 1 and 36,037 auto hour traveled in year 5 (assuming 25 MPH per trip). These auto trips would either occur through a private automobile via borrowed ride or transportation network company. It assumed that 50% of the trips would be borrowed and 50% would be a transportation network company. In the Build scenario there would be an additional 45,600 bus trips in FY2021 and 237,000 bus trips by FY2025, which equates 99,000 bus VMT in year 1 and 514,800 bus VMT in year 5.

No Build Step 1 – Borrowed Ride Cost - Calculate the Auto Operating Costs

According to the *2020 US DOT Benefit-Cost Analysis Guidance for Discretionary Grant Programs* guidance, the average operating cost for an automobile is \$0.41 cents per mile.¹⁰ Using the formula below, the auto operating cost is calculated.

$$\text{Auto Operating Costs} = \text{auto VMT} * (50\%) * \text{Operating Costs } (\$0.41)$$

Equation 3 Borrowed Ride: Auto Operating Costs

¹⁰ United States Department of Transportation. Benefit-Cost Analysis Guidance for Discretionary Grant Programs. Retrieved in February 2020 from https://www.transportation.gov/sites/dot.gov/files/2020-01/benefit-cost-analysis-guidance-2020_0.pdf

No Build Step 2 – Borrowed Ride Cost - Calculate the Value of Travel Time

According to the 2020 US DOT Benefit-Cost Analysis Guidance for Discretionary Grant Programs guidance, the average value of travel time for a non-business trip is \$16.60.¹¹ Using the formula below, the value of time for the driver of the borrowed ride cost is calculated.

$$\text{Value of Travel Time} = \text{auto vehicle hours} * (50\%) * \text{Value of Travel Time } (\$16.60)$$

Equation 4 Borrowed Ride: Value of Travel Time Costs

No Build Step 3 – Transportation Network Company Trip Cost - Calculate the Fee

According to online trip fare estimates, the average transportation network company fare in the sub areas is \$10.00. Using the formula below, the fees for the transportation network company trips is calculated.

$$\text{Transportation Network Company Fee} = \text{trips} * (50\%) * \text{one-way trip fee } (\$10.00)$$

Equation 5 Transportation Network Company Fees

Build Step 1 – Calculate the Bus Operating Costs

The bus operating cost is captured in the cost side of the BCA, which is about \$1.35 million annually in nominal dollars and \$793,000 in 2018\$ discounted at 7%.

Build Step 2 – Calculate the Fares

In the Build Scenario riders will incur the cost of the transit fare, which is on average \$0.50 per trip.

$$\text{Fare Costs} = \text{Annual Trips} * \text{Average Fare Paid } (\$0.50)$$

Equation 6 Fare Costs

Accumulated operating costs for the Build Scenario are summed and then netted from the No Build Scenario for the 10-year horizon are summed up and discounted at a 7% rate.

¹¹ United States Department of Transportation. Benefit-Cost Analysis Guidance for Discretionary Grant Programs. Retrieved in February 2020 from https://www.transportation.gov/sites/dot.gov/files/2020-01/benefit-cost-analysis-guidance-2020_0.pdf

BENEFIT 2 – OPERATING COSTS				
<i>FY Year</i>	<i>No Build Operating Costs</i>	<i>Build Operating Costs (Fares Only)</i>	<i>Net Benefit No discount</i>	<i>Net Benefit discounted to 2018\$ @ 7%</i>
2021	\$321,164	\$22,813	\$298,352	\$243,544
2022	\$642,328	\$45,625	\$596,703	\$455,222
2023	\$963,492	\$68,438	\$895,055	\$638,162
2024	\$1,284,656	\$91,250	\$1,193,406	\$795,217
2025	\$1,670,053	\$118,625	\$1,551,428	\$966,151
2026	\$1,670,053	\$118,625	\$1,551,428	\$902,945
2027	\$1,670,053	\$118,625	\$1,551,428	\$843,874
2028	\$1,670,053	\$118,625	\$1,551,428	\$788,667
2029	\$1,670,053	\$118,625	\$1,551,428	\$737,072
2030	\$1,670,053	\$118,625	\$1,551,428	\$688,853
TOTAL	\$13,231,959	\$939,875	\$12,292,084	\$7,059,707

Table 4 Benefit 3 – Operating Costs

Benefit 3 - Safety

No Build Scenario

Individuals would need to find alternative transportation (such as a private automobile or transportation network company) to complete trips.

Safety Benefit
7% Discounted to \$2018
 ~\$1.55 million

Build Scenario

Individuals would be able to use on-demand transit to complete the trip.

Methodology/Summary

A number one goal for transportation systems is investing in infrastructure that reduces the likelihood of vehicle related fatalities and injuries. A reduction in auto VMT will reduce the chances of fatalities, and injuries along the transportation network. As described in the No Build and Build Alternatives Key Data Point for VMT the total annual auto VMT for the No Build Scenario is 173,300 VMT in year 1 and 900,900 VMT in year 5 and the annual bus VMT in the Build Scenario is 99,000 bus VMT in year 1 and 514,800 bus VMT in year 5.

Step 1 – Project the Local Injury Rates (Injuries by Type per VMT by mode)

According to the Louisiana Department of Transportation Crash Reports and Roadway Inventory, the 2019 average injury and fatality rate caused by automobile related crashes for East Baton Rouge Parish is 0.00000296 per auto VMT.¹² The 2019 average injury and fatality rate caused by bus related crashes for CATS is 0.00000351 per bus VMT. The table below shows the average injury rates per VMT per mode. These factors are multiplied by the annual projected auto VMT in the No Build Scenario and the injury rate per bus VMT in the Build Scenario.

LOCAL INJURY RATES PER VMT		
Injury	Average Auto Rate	Average Bus Rate
Property Damage Only	0.0000060	0.00000351
Injury (Severity Unknown)	0.0000029	0.00000351
Fatalities	0.0000000	0.0000000

Table 5 Local Injury Rates Per VMT

¹² Louisiana Department of Transportation. Crash Reports. Retrieved in November 2020 from [http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Multimodal/Data_Collection/Inventory%20Reports/Daily%20Vehicle%20Miles%20Traveled%20\(2019\).pdf](http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Multimodal/Data_Collection/Inventory%20Reports/Daily%20Vehicle%20Miles%20Traveled%20(2019).pdf)

Step 2 – Determine the Monetized Value of the of the Crash

The 2020 US DOT Benefit-Cost Analysis Guidance for Discretionary Grant Programs guidance provides the recommended monetized values by severity of injury by MIAS and KABCO scales. The table below shows the value of statistical life used in the analysis.

VALUE OF STATISTICAL LIFE	
<i>Injury</i>	<i>Value of Statistical Life</i>
Property Damage Only	\$4,400
Unknown Injuries	\$174,000
Fatalities	\$9,600,000

Table 6 Value of Statistical Life

No Build Step 3 – Estimating the Costs Due to Crash due to Auto VMT

Each injury classification rate per VMT is multiplied by the projected annual auto VMT in the No Build Scenario, which is then multiplied by the monetized values.

$$\text{Annual cost of injuries} = (\text{annual auto VMT}) \times (\text{injury rate}) \times (\text{VoSL})$$

Equation 7 No Build Monetized Value of Statistical Life by Injury

Build Step 4 – Estimating the Costs Due to Crash due to Bus VMT

Each injury classification rate per VMT is multiplied by the projected annual bus VMT in the Build Scenario, which is then multiplied by the monetized values.

$$\text{Annual cost of injuries} = (\text{annual bus VMT}) \times (\text{injury rate}) \times (\text{VoSL})$$

Equation 8 Build Monetized Value of Statistical Life by Injury

Accumulated safety costs for the Build Scenario are summed and then netted from the No Build Scenario for the 10-year horizon are summed up and discounted at a 7% rate.

BENEFIT 3 – SAFETY (INJURY) COSTS				
<i>FY Year</i>	<i>No Build Safety Costs</i>	<i>Build Safety Costs</i>	<i>Net Benefit No discount</i>	<i>Net Benefit discounted to 2018\$ @ 7%</i>
2021	\$128,408	\$63,069	\$65,339	\$53,336
2022	\$256,816	\$126,138	\$130,679	\$99,694
2023	\$385,224	\$189,207	\$196,018	\$139,758
2024	\$513,633	\$252,275	\$261,357	\$174,153
2025	\$667,722	\$327,958	\$339,764	\$211,588
2026	\$667,722	\$327,958	\$339,764	\$197,746
2027	\$667,722	\$327,958	\$339,764	\$184,809
2028	\$667,722	\$327,958	\$339,764	\$172,719
2029	\$667,722	\$327,958	\$339,764	\$161,420
2030	\$667,722	\$327,958	\$339,764	\$150,859
TOTAL	\$5,290,415	\$2,598,436	\$2,691,979	\$1,546,083

Table 7 Benefit 3 – Safety (Injury) Costs

Benefit 4 - Sustainability

No Build Scenario

Individuals would need to find alternative transportation (such as a private automobile or transportation network company) to complete trips.

Sustainability Benefit
7% Discounted to \$2018
(-) \$40,000

Build Scenario

Individuals would be able to use on-demand transit to complete the trip.

Step 1 – Determine the Emission Factors - Short Tons Per VMT

The U.S. Environmental Protection Agency, Office of Transportation and Air Quality provides various emission factors for the United States.¹³ The auto emission factors are derived from the average light-duty vehicles using gasoline. The bus emission factors are derived from the average heavy-duty vehicles using gasoline.

AVERAGE EMISSION FACTORS

<i>Factor</i>	<i>Auto G/VMT</i>	<i>Bus G/VMT</i>
Volatile organic compounds (VOC)	0.350	1.160
Nitrogen oxides (NOx)	0.289	1.416
Particulate Matter (PM 2.5)	0.008	0.030

Table 8 Emissions Factors

Step 2 Determine the Monetized Value of Emissions

The USDOT *Benefit-Cost Analysis Guidance for Discretionary Grant Programs (2020)* guidance provides the recommended monetized values (2018\$) by factor for each short ton emitted.

EMISSION VALUES

<i>Factor</i>	<i>Value of Emissions</i>
Volatile organic compounds (VOC)	\$2,100
Nitrogen oxides (NOx)	\$8,600
Particulate Matter (PM 2.5)	\$387,300

Table 9 Emissions Values

¹³ U.S. Environmental Protection Agency, Office of Transportation and Air Quality, personal communication, Apr. 6, 2018.

No Build Step 3 – Estimating the Monetized Value of Emission from Auto VMT

Each emissions factor is multiplied by the projected annual auto VMT in the No Build Scenario which is then multiplied by the monetized values. The equation below is an example of the calculation.

$$\text{Annual auto VOC cost} = \text{annual auto VMT} \times 0.35 \text{ (VOC Factor)} * 1.1\text{E-}06 \text{ (Conversion to short ton)} \times \$2,100 \text{ (VOC Value)}$$

Equation 9 No Build Monetized Emissions Costs (Example)

Build Step 4 – Estimating the Monetized Value of Emission from Bus VMT

Each emissions factor is multiplied by the projected annual bus VMT in the Build Scenario which is then multiplied by the monetized values. The equation below is an example of the calculation.

$$\text{Annual auto VOC cost} = \text{annual bus VMT} \times 1.16 \text{ (VOC Factor)} * 1.1\text{E-}06 \text{ (Conversion to short ton)} \times \$2,100 \text{ (VOC Value)}$$

Equation 10 Monetized Emissions Costs (Example)

Accumulated emission costs for the Build Scenario are summed and then netted from the No Build Scenario for the 10-year horizon are summed up and discounted at a 7% rate.

BENEFIT 4 – ROADWAY EMISSION COSTS				
<i>FY Year</i>	<i>No Build Emissions Costs</i>	<i>Build Emissions Costs</i>	<i>Net Benefit No discount</i>	<i>Net Benefit discounted to 2018\$ @ 7%</i>
2021	\$1,220	\$2,884	-\$1,663	-\$1,358
2022	\$2,441	\$5,767	-\$3,327	-\$2,538
2023	\$3,661	\$8,651	-\$4,990	-\$3,558
2024	\$4,881	\$11,535	-\$6,654	-\$4,434
2025	\$6,346	\$14,995	-\$8,650	-\$5,387
2026	\$6,346	\$14,995	-\$8,650	-\$5,034
2027	\$6,346	\$14,995	-\$8,650	-\$4,705
2028	\$6,346	\$14,995	-\$8,650	-\$4,397
2029	\$6,346	\$14,995	-\$8,650	-\$4,109
2030	\$6,346	\$14,995	-\$8,650	-\$3,841
TOTAL	\$50,278	\$118,809	-\$68,531	-\$39,359

Table 10 Benefit 4– Emissions Costs

BENEFITS SUMMARY

The proposed project will provide a variety of societal benefits to the national, state, and local transportation system (Table 11).

The No Build scenario will result in the following:

- A large portion of City of Baker and Airport/Southern sub areas who have no automobile or transit option will be unable to access jobs, services, retail, and medical needs through public transportation.
- The population that cannot currently access CATS fixed routes will incur increased community and individual expense through having to borrow or pay transportation network companies for their transportation trips.
- The increase in single occupancy vehicle trips would result in greater crash incidence as well as a greater risk for the individual riders.
- The additional vehicle miles traveled due to SOV use will contribute to the region's poor air quality.

Moving forward with the **Build scenario** will result in four major societal benefits that advance the goals of the region transportation system:

- **Benefit 1: Equity and Access (Not Quantified)**
 - The expanded service will be used to support vulnerable populations trips to and from essential services, jobs, medical appointments, grocery shopping, etc.
 - The project will also allow CATS to provide a responsive and reliable transit service for people accessing jobs and community services through increased access to public transportation.
- **Benefit 2: Operating Costs (Quantified)**
 - Throughout the planning horizon the project would reduce the operating mileage costs, wasted travel time, and fees paid to transportation network companies by \$7.06 million (discounted at 7% to 2018 dollars).
- **Benefit 3: Roadway Safety Improvements (Quantified)**
 - Throughout the planning horizon the project would avoid on average 713,800 annual vehicle miles traveled, which would reduce the likelihood of crashes and resulting property damages and injuries. The accumulated safety cost for the 10-year horizon discounted to 2018\$ at 7% is \$1.55 million.
- **Benefit 4: Environmental Benefit (Quantified)**
 - Throughout the planning horizon the project would avoid on average 713,800 annual vehicle miles traveled but is slightly offset by bus emissions.

DISCOUNTED @ 7% TO 2018\$				
MONETIZED BENEFIT				
<i>FY Year</i>	<i>Op. Costs</i>	<i>Safety</i>	<i>Emissions</i>	<i>Total Benefits</i>
2021	\$243,544	\$53,336	-\$1,358	\$295,522
2022	\$455,222	\$99,694	-\$2,538	\$552,378
2023	\$638,162	\$139,758	-\$3,558	\$774,362
2024	\$795,217	\$174,153	-\$4,434	\$964,937
2025	\$966,151	\$211,588	-\$5,387	\$1,172,353
2026	\$902,945	\$197,746	-\$5,034	\$1,095,657
2027	\$843,874	\$184,809	-\$4,705	\$1,023,979
2028	\$788,667	\$172,719	-\$4,397	\$956,989
2029	\$737,072	\$161,420	-\$4,109	\$894,383
2030	\$688,853	\$150,859	-\$3,841	\$835,872
TOTAL	\$7,059,707	\$1,546,083	-\$39,359	\$8,566,431

Table 11 Discounted Monetized Benefit

PROJECT COSTS

The costs of the project throughout the planning horizon, in the year of expenditure (nominal dollars) is \$13.85 million. These costs are discounted 7% from the expenditure year in 2018\$. The real discounted costs are \$8.20 million in 2018\$.

DISCOUNTED @7% TO 2018\$ COSTS			
FY Year	Planning/Marketing	Annual Operations	Total Costs
2020	\$131,016	\$0	\$131,016
2021	\$61,222	\$572,062	\$633,284
2022	\$11,443	\$668,296	\$679,740
2023	\$10,695	\$749,491	\$760,186
2024	\$9,995	\$933,945	\$943,940
2025	\$9,341	\$981,952	\$991,293
2026	\$8,730	\$917,712	\$926,442
2027	\$8,159	\$857,675	\$865,834
2028	\$7,625	\$801,565	\$809,190
2029	\$7,126	\$749,126	\$756,253
2030	\$6,660	\$700,118	\$706,778
TOTAL	\$272,014	\$7,931,942	\$8,203,956

Table 12 Discounted Costs

NET BENEFITS

The goal of any project is to have a benefit-cost ratio (B/C) greater than 1.0, which means the benefits outweigh the costs. Assuming a 7% discount rate, \$8.20 million in discounted project costs generates \$8.56 million in societal benefits, or a benefit-to-cost ratio of 1.044 and a net present value of \$362,475 (Equation 11 and Equation 12).

BCA = 1.044
&
NPV = \$362,475

Net Benefits = Benefit/Costs

Equation 11 Net Benefits @7% Discounted to 2018\$

Net Present Value = Benefit - Costs

Equation 12 Net Present Value @7% Discounted to 2018\$

NET BENEFITS DISCOUNTED @ 7% TO 2018\$			
<i>Year</i>	<i>Benefits</i>	<i>Costs</i>	<i>Net Benefit</i>
2020	\$0	\$131,016	-\$131,016
2021	\$295,522	\$633,284	-\$337,762
2022	\$552,378	\$679,740	-\$127,362
2023	\$774,362	\$760,186	\$14,176
2024	\$964,937	\$943,940	\$20,996
2025	\$1,172,353	\$991,293	\$181,060
2026	\$1,095,657	\$926,442	\$169,215
2027	\$1,023,979	\$865,834	\$158,145
2028	\$956,989	\$809,190	\$147,799
2029	\$894,383	\$756,253	\$138,130
2030	\$835,872	\$706,778	\$129,093
TOTAL	\$8,566,431	\$8,203,956	\$362,475

Table 13 Net Benefits Discounted @7% to 2018

DECEMBER 2020

TECHNICAL MEMORANDUM

Implementation Plan

Capital Area Transit System (CATS) Sub Area On-Demand Project

Completed for:



Completed by:



THE GOODMAN CORPORATION

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INTRODUCTION

Technical Memorandum *Implementation Plan* presents a potential process for Capital Area Transit Systems (CATS) to implement on-demand microtransit pilot program in the Baker and Airport/Southern University sub areas in Baton Rouge, Louisiana (Figure 1). The goal of an on-demand microtransit pilot is to deploy smaller vehicles within the designated zones where riders can request trips. A pilot often runs for six months to a year and provides proof of concept for the service in the zones before deciding on expansion or adjustments. As a result, CATS will provide riders with enhanced mobility access and frequency while gathering the data and demand needed to gain funding for long-term solutions.

A separate Baker Sub Area and Airport/Southern Sub Area on-demand microtransit service can serve the first/last mile on-demand microtransit, deviated fixed-route and on-demand microtransit markets. The demand for these accessible transit types is currently unmet, and it is recommended that CATS implement a one-year pilot program to meet this unmet demand and then further evaluate this service for future growth. The proposed implementation process walks through the following steps, many of which are interrelated:

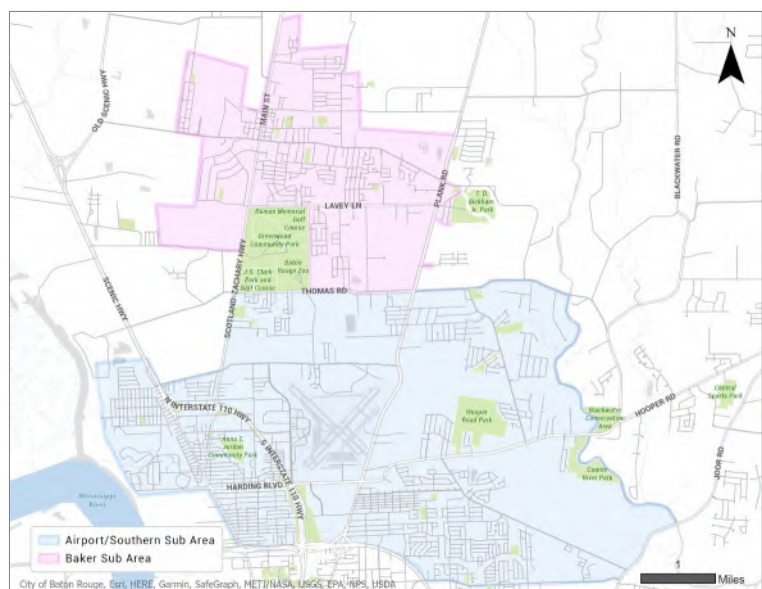


Figure 1 CATS Sub Area Transit Plan - Study Area

- I. **Identify Service Delivery Model**
- II. **Determine Capital and Operator Service Needs**
- III. **Determine Capital and Operator Annual Costs**
- IV. **Determine Budget and Funding Sources**
- V. **Implementation Consideration and Recommendations**
- VI. **Develop Program Monitoring, Evaluation, and Service Calibration**

I. IDENTIFY SERVICE DELIVERY MODEL

The two models considered for the implementation of on-demand microtransit services in the Baker and Airport/Southern University will likely require a public-private partnership to develop, implement, or operate the service. The following components were considered when identifying a service delivery model:

A. Technology Based Company

A technology-based company could provide the on-board software and user smartphone/computer application that allows users to schedule and pay for trip. CATS currently has a 6-month license with TransLoc for \$25,000. There are several other app-based companies that could provide this service.

B. Technology Platform

Additionally, there are two types of apps (for iOS or Android) that technology-based companies can create for riders to request the on-demand transit service: a customized program app for the on-demand service or a plug-in for the Agency's existing app.

C. Service Delivery Models

Model A: CATS Partial Turn-Key

Under a partial turn-key model, CATS (the public entity) would be responsible for providing the capital, by procuring or leasing their own vehicles. CATS would also handle operations and administration of the program through either new contracts or in-house. This includes marketing the service and providing customer service. CATS would enter a partnership with a tech-based company to develop vehicle onboard driver software and a customer smartphone app. Currently the agency has a 6-month license with TransLoc for \$25,000 to provide a software and platform for requesting rides.

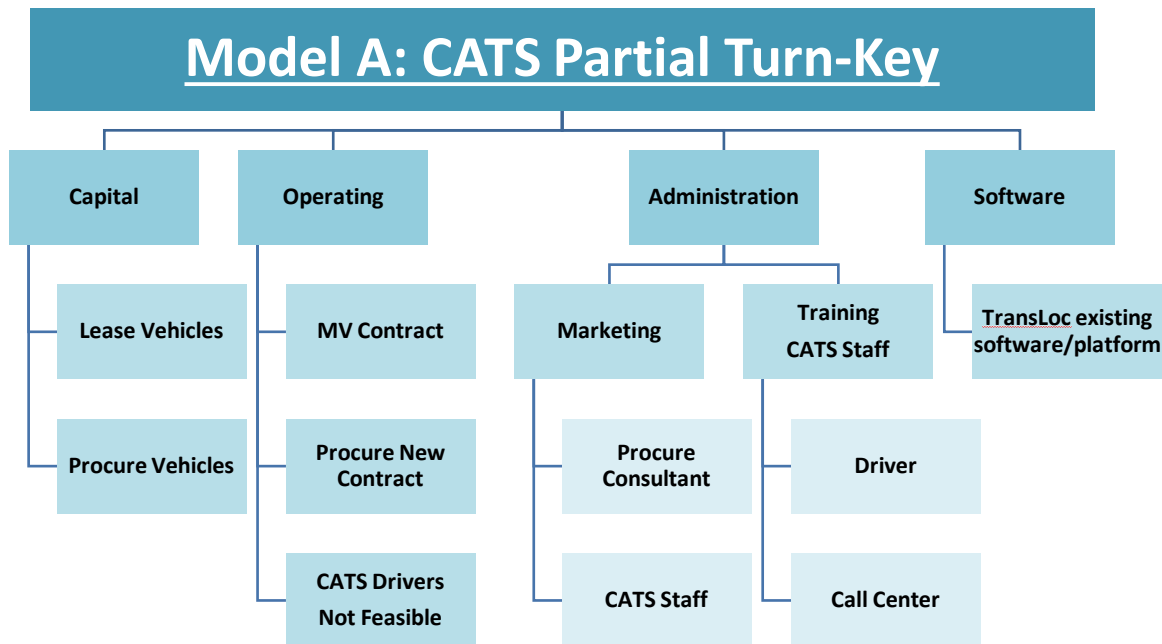


Figure 2 Model A: CATS Partial Turn-Key

Model B: Full Turn-Key Provider

Under a full turn-key contract, CATS would enter a partnership with a private tech-based company or provider. The tech-based company would be responsible for providing the capital, operating, administration and software services. This includes marketing as well as service monitoring. The tech-based company would supply drivers and operate the service. CATS would be responsible for providing oversight of service and tracking pilot program success.

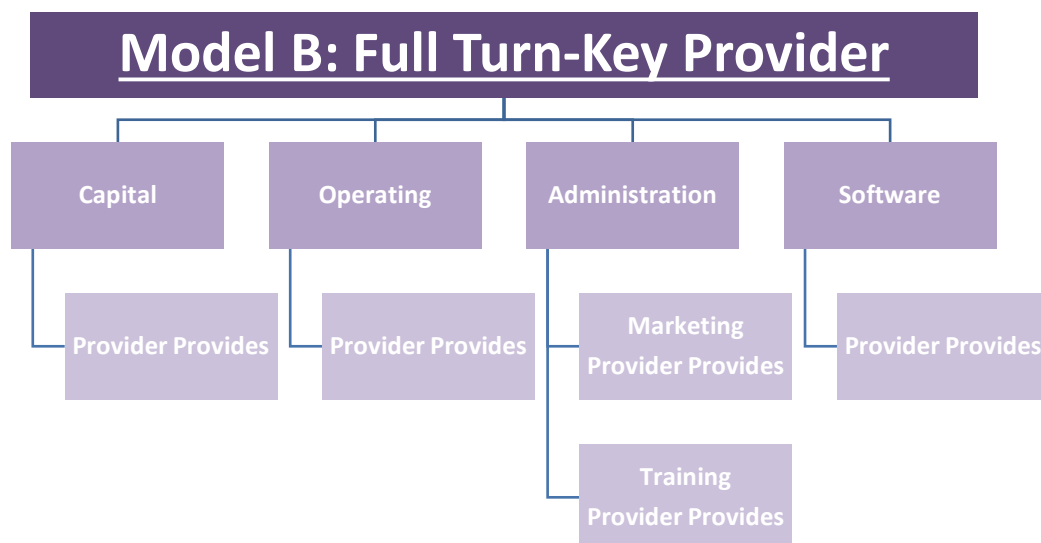


Figure 3 Model B: Full Turn-Key Provider

II. DETERMINE CAPITAL AND OPERATOR SERVICE NEEDS

Considerations regarding capital and operator service needs for a one-year pilot program of on-demand microtransit are further explained on section V. Table 1 summarizes the capital and operator needs for the one-year pilot program:

- Low and high ridership estimates for the Baker Sub Area and Airport/Southern Sub Area on-demand service were generated from the daily total market sizes, assuming that the services were similar to conventional or premium public transportation services (refer to Technical Memorandum Accessible Transit Options & Travel Demand).
- Based on best practices, passengers requesting a ride would walk to a nearby dedicated stop (up to a maximum of 500 feet) from the ride request origin and dropped off within the same distance of the requested destination.
- To capture peak time traffic in the sub areas, it is recommended that the program be provided seven days a week from 7 AM to 7 PM.
- A minimum of seven vehicles would be needed to keep average wait times within 15 minutes. Scenarios with nine and eleven vehicles were also considered.
- The annual operating hours for seven vehicles running 12 hours a day, seven days a week for a year is approximately 30,700 hours.

<i>Operating Parameter</i>	<i>Project Demand</i>
City of Baker—Daily Trips	50-75
Airport/Southern University—Daily Trips	70-100
Days of Service	7 Days
Hours of Service	7 AM to 7 PM
Maximum Walk Distance	500 feet or two blocks
Average Wait Time	>15 min.
Vehicle Needs	7
Annual Operating Hours	30,700

Table 1 Capital and Operator Needs

III. DETERMINE CAPITAL AND OPERATOR ANNUAL COST

Capital and operator costs for a Partial Turn-Key and a Full Turn-Key contract are summarized on Table 2. The Partial Turn-Key model assumes a lease cost of \$75 per day and an operating cost of \$50 per hour (as per a recent Independent Cost Estimate).¹ ² The Full Turn-Key model cost was derived from an unsolicited quote provided to CATS from a private, third-party provider. Costs associated with Model A cost range for partial turn-key, depending on the number of vehicles (e.g scenarios included 7, 9, or 11 vehicles), are overall higher than the full turn-key model. A full turn-key contract would therefore be more cost-effective in the short run and would also guarantee quality service given the provider's ample experience offering this type of service.

<i>Delivery Model</i>	<i>Model A Partial Turn-Key</i>	<i>Model B Full Turn-Key</i>
Capital Cost	\$200,000 to \$300,0000	Cost included
Operating Cost	\$1,500,000 to \$2,400,000	Cost included
Administration – Marketing	\$50,000	Cost included
Administration – Training	\$25,000	Cost included
Software	\$75,000	\$25,000 Sunk Cost
	\$1,850,000 to \$2,700,000	\$1,350,000

Table 2 Capital and Operator Annual Cost

A. Cost Comparison per Revenue Hour

A review of Federal Transit Administration's (FTA) National Transit Database (2019 Data Year) indicates that the national average for demand response directly operated and demand response purchase transportation are higher than the unsolicited on-demand transit proposal provided to CATS by a third-party (or Model B).³ Currently CATS pays roughly \$68 per revenue hour for demand response or ADA paratransit via a partial turn-key contract. As per the third-party proposal, a full turn-key model would roughly cost CATS \$50 per revenue hour, which is \$18 less than the national average for this type of service, and \$11 less than the estimated cost for a partial turn-key contract for on-demand microtransit service in the sub areas.

¹ HERTZ ADA Van Rental Rate. Retrieved in October 2020 from <https://www.hertz.com/>.

² City of Conroe 2020 Full-Turn Key Paratransit Provider – Independent Cost Estimate.

³ Federal Transit Administration. National Transit Database. Retrieved in October 2020 from <https://www.transit.dot.gov/ntd>

System (2018 NTD Data)	Demand Response Directly Operated	Demand Response Purchase Transportation	On-Demand Transit
CATS	NA	\$68	NA
National Average	\$59	\$65	\$68
Model A: Partial Turn-Key		\$61	
Model B: Unsolicited Proposal			\$44 (+) \$5 internal CATS= \$50

Table 3 Cost Comparison per Revenue Hour

IV. DETERMINE BUDGET AND FUNDING SOURCES

To implement innovative practices and technologies that improve and expand mobility options will require leveraging a combination of Parish Transportation funds, FTA 5307 funds, and other discretionary funds. The budget below comprises the implementation of an on-demand microtransit pilot program via a full turn-key contract for one year in the two sub areas. The budget also includes costs associated with the pedestrian improvements recommended in Technical Memorandum *Pedestrian Transit Access* to enhance access to existing CATS service.

BUDGET

- 1-Year Pilot (Two (2) Zones): \$1,350,000
- Pedestrian Improvements: \$500,000

FUNDING

Microtransit – Low Demand

- Parish Transportation Fund: \$750,000
- FTA 5307: \$600,000
- Total \$1,350,000

Pedestrian Improvements

- Discretionary Funds (Partnerships) \$500,000

V. IMPLEMENTATION CONSIDERATIONS AND RECOMMENDATION

This section summarizes service parameters recommendations, back of house considerations, and administration/civil rights considerations for implementing on-demand microtransit pilot program in the Baker and Airport/Southern University sub areas.

A. Service Parameters Considerations and Recommendations

1. Service Areas

There is no set standard on the size of the service area, or the number of zones operated in. However, there are certain characteristics that make areas good candidates for on-demand microtransit pilot programs. Agency's often target operations in a low-density area. One of the common goals for the on-demand programs is to replace low performing fixed-route lines in low-demand, low-density service areas.

About 50% of the daily trips within both sub areas occur within its respective sub area. The current transit accessibility in the Baker Sub Area is only about 50% of the area, which increases the demand for on-demand microtransit to fill the service gap. Most of the Airport/Southern University Sub Area is well-covered by transit; however, the east side and the north side of the sub area do not have access to transit within half-mile. The development of the CATS BRT north terminal creates an opportunity for a on-demand microtransit first/last mile station. As a result, the demand for first mile/last mile on-demand microtransit in the Airport/Southern University Sub Area warrants investment.

Recommendation: On-demand microtransit service is recommended for the Baker Sub Area and Airport/Southern University Sub Area; two geographic distinct areas of service. Explore first mile/last mile on-demand service for the Airport/Southern University Sub Area that includes connectivity to major transit stops.

2. Stops

There are three typologies of bus stops:

- a. **Designated On-Demand Microtransit Stops:** These are stops within the service area, in which customers will be required to board and alight the vehicle. The stops should be no more than a two-block radius (or 500 feet) from where the customer

is requesting the ride. This will require some people to walk and others not, depending on where they are in the area.

- b. **Virtual Stops**: These stops will allow persons to board/alight anywhere within the zone.
- c. **First-mile/last-mile Stops**: These are shared stops with systemwide stops to ensure the service connects to stations with peak frequency of 20 min or less and key destinations within the sub areas.

Recommendation: Provide a combination of designated on-demand microtransit stops and first-mile/last-mile stops. Establish dedicated bus stops where walking will be limited to no more than 500 feet. Establish first-mile/last-mile stops at the Baker Walmart, future BRT Station, and Southern University.

3. **Service Days and Hours**

Service could mirror local fixed-route service. Generally, midday runs appeal to older adults for doctor appointments and social trips. Peak hour service is important for work and school trips. All day service encompasses all the above and should be considered when replacing regular fixed-route with on-demand microtransit service.

Recommendation: About 70 percent and 64 percent of the internal trips in the Baker Sub Area and Airport/Southern Sub Area respectively have a start time between 9 a.m. and 8 p.m. Therefore, it is recommended that the CATS on-demand microtransit pilot runs 7 days a week, 12 hours per day (from 7 AM to 7 PM) to capture peak hour traffic and midday traffic.

4. **Wait Times**

To ensure attractiveness, CATS should establish a reasonable wait time; that is the time the customer is waiting for the vehicle to pick them up after booking the trip. Best practices indicate a wait time of 12 – 15 minutes is reasonable for customers.

Recommendation: 15-minute wait for a 15-minute city. Monitor wait time.

B. Back of House Considerations

1. Reservation

Contractor will need to provide platform or technology-based app. Smartphone apps (IOS and Android) are the preferred method to plan, book, and pay for the trip.

2. Fare Structure and Fare Policy

The fare policies vary from free to the same as the local bus fare to a premium fare. The following types of fares and policies should be considered:

- Special Fares to promote the program and attract riders, special fares can be provided. Special fares include free fares at the start of the program, free trips for first-time users, and/or a discounted pass via the app.
- Transfer Policy and Regional Fare integration to promote first-mile/last-mile connections, provide free transfers or integration with CATS Fixed-Route service. At this time, it is not recommended that the program is integrated with other regional transit providers due to complexity of integration and length of pilot program.
- Adjust fares based on times of day to increase ridership levels at times when they would normally be low.
- A subscription model to guarantee revenue for the new service and lower fares for customers.
- Referral program would allow a rider to get additional free rides when referred friends use the service.

Recommendation: To provide free transfers or integration with CATS Fixed-Route service at no additional cost. Additionally, during the pilot phase, the new service should adhere to current CATS fare policy for fixed-route service. CATS' fees are as follows:

- Adults: \$1.75
- Children <4 years old: Free with a paying adult
- Youth 5-18: \$0.35 (children <12 years old, must be accompanied by an adult)
- Senior Citizens (age 62+) and people with disabilities that show a CATS ID card: \$.35

3. Payment

Customers should be encouraged to utilize the smartphone app to pay for the fare. However, vehicles offering on-demand service should also be equipped with fareboxes, so that unbanked passengers can use cash or pre-paid smartcards while boarding the vehicle.

Recommendation: Contractor will deliver method of payment. On-board cash and fare card payment options shall be made available.

4. Marketing

For a new on-demand microtransit model to succeed, it is critical to understand best-practice marketing tactics. Marketing and outreach efforts will be necessary to publicize the new flexible service. These efforts are often catered to the community targeted and should include:

- Press releases/Newspaper articles.
- Website pages specific to the On-Demand Microtransit service, including specifics on booking a trip, a map of the service areas, hours of operation, and fares.
- Promotional videos and radio advertisements.
- Social media advertisements.
- Engagement and partnerships with destinations such as the Baton Rouge Zoo, Southern University, the Baton Rouge Airport, and others that will help promote new CATS on-demand microtransit service.

Recommendation: Develop a strategic marketing plan that includes Core Objectives, Messaging and Tactics, Experience-Based Verticals and Outcomes, and Incentives. The purpose of a strategic marketing plan is to layout options of strategies to assist in retaining and building up patronage by ensuring the public understands the benefits of on-demand transit in an ongoing basis.

C. Administration and Civil Rights Considerations

When implementing an on-demand microtransit service, CATS will need to ensure compliance with federal Civil Rights by considering the following:

1. **Environmental Justice**

CATS will need to complete an Environmental Justice analysis to ensure the program does not adversely affect *minority and low-income populations*.

2. **Title VI**

The Federal Transit Administration only requires Title VI analysis for fixed-route bus service. If the implementation of on-demand microtransit services, lasts longer than 12 months, and causes major service changes through the replacement or reduction of fixed-route service, a Service Equity Analysis will be warranted. Additionally, a Fare Equity Analysis would be necessary if there is a fare (higher than the fixed-route fare) associated with the microtransit program.

3. **Americans with Disabilities Act (ADA)**

CATS will need to ensure that the contractor is ADA compliant, or that there are a dedicated number of wheelchair vehicles available for the program to facilitate service to all individuals.

4. **Unbanked Population⁴**

To ensure that individuals with no debit or credit card can access the service, the vehicles offering on-demand service should be equipped with fareboxes, in which passengers are permitted to use cash while boarding the vehicle. Where the program is cashless, customers should be permitted to use cash to purchase pre-paid and re-loadable credit cards that can then be used to pay for a trip through local retailers.

5. **Limited English Proficiency (LEP)**

CATS will need to follow LEP procedures to ensure that the program is available in a minimum of Spanish and any other languages spoken by disadvantage populations in the pilot service area.

6. **Smartphone/Internet Access**

A call center must be available for those customers without a smartphone or internet access. The Agency's existing call center can be used to reserve a trip, or the tech-based

⁴ The unbanked population are adults who do not have their own bank accounts.

company can host a call center for trip bookings and seat reservations. The former would require that CATS trains customer service personnel.

VI. DEVELOP PROGRAM MONITORING, EVALUATION, AND SERVICE CALIBRATION

After the implementation of the on-demand microtransit pilot, the program will need to be evaluated. Therefore, it is important to monitor and track certain metrics to improve and tweak the program in the future. These metrics include:

- Ridership
- Rideshare rate
- Average wait time
- Average detour time
- Average walking distance
- Operating Cost

After the first year of service, an analysis of the data collected will help CATS identify opportunities for improvement, and recalibrate, as necessary. This will create an ongoing cycle of collecting and analyzing data to learn what works and what does not work.

APPENDIX B



Subject: ***Press Conference - Monday, June 6, 2022, LYNX by CATS Microtransit Pre-Launch***

Sent: 06/02/2022 06:07 PM CDT

Sent By: rbond@cityofbakerla.com

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1,677
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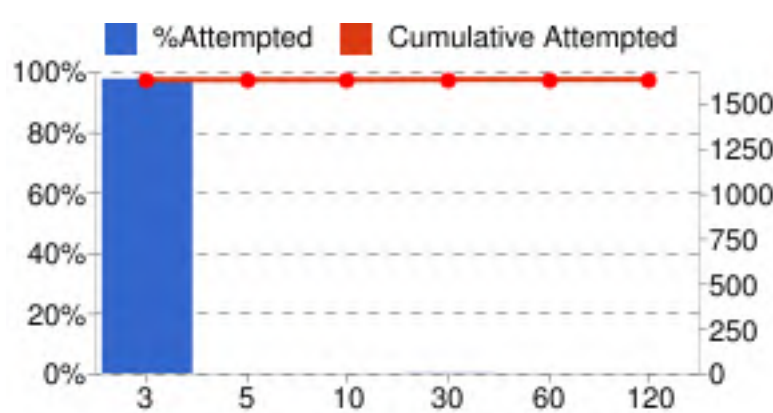
-  Email
-  SMS
-  Facebook
-  Twitter
-  RSS

95%
Delivered



- 0% Pending
- 5% Bounced
- 21% Open Rate
- 1% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	97%
5	97%
10	97%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,677 Total Sent

1,587 (95%) Delivered

0 (0%) Pending

90 (5%) Bounced

0 (0%) Unsubscribed

Bulletin Analytics

525 Total Opens

264 (21%) Unique Opens

8 Total Clicks

7 (1%) Unique Clicks

12 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

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Email Bulletin	Delivered	93.9%	1,342	1,260	264 / 21.0%	82	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.6%	335	327	n/a	8	n/a

Link URL	Unique Clicks	Total Clicks
http://www.thecityofbakerla.com?utm_medium=email&utm_...	3	4
http://www.brcats.com/LynxByCats?utm_medium=email&ut...	3	3
https://public.govdelivery.com/accounts/LABAKER/subscriber...	1	1
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https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0
https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0
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Subject: We've Got Awesome News! LYNX by CATS is Here and All Trips in the Month of June are FREE!

Sent: 06/07/2022 11:29 AM CDT

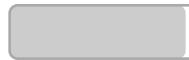
Sent By: rbond@cityofbakerla.com

Sent To: Subscribers of City of Baker General Information & News, Events Happening In the City of Baker, FAITH LEADERS, Public Notices, or Staff Notices,

1,574
Recipients

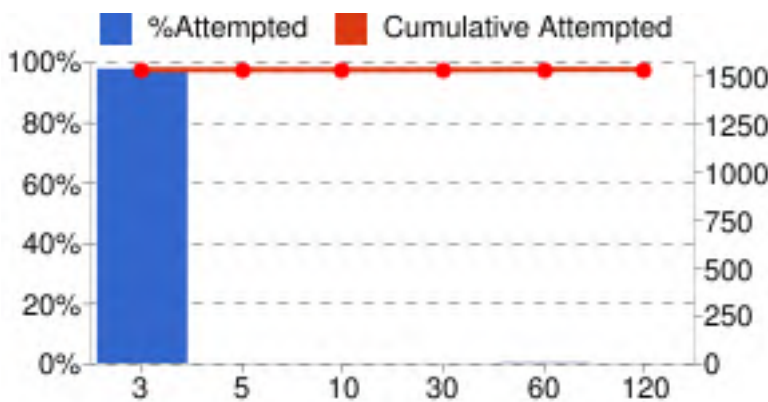
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95%
Delivered



- 0% Pending
- 5% Bounced
- 19% Open Rate
- 0% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	97%
5	97%
10	97%
30	97%
60	98%
120	98%

Delivery Metrics - Details

1,574 Total Sent

1,489 (95%) Delivered

0 (0%) Pending

85 (5%) Bounced

0 (0%) Unsubscribed

Bulletin Analytics

333 Total Opens

222 (19%) Unique Opens

5 Total Clicks

4 (0%) Unique Clicks

11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

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SMS Message	Delivered	97.6%	337	329	n/a	8	n/a

Link URL	Unique Clicks	Total Clicks
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https://content.govdelivery.com/accounts/LABAKER/bulletins/...	2	2
https://www.facebook.com/TheBakerLA/?utm_medium=email...	1	1
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.govdelivery.com/	0	0
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https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0
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https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0

Subject: Have You Heard? LYNX by CATS is Here and All Trips in the Month of June are FREE!

Sent: 06/08/2022 12:15 PM CDT

Sent By: rbond@cityofbakerla.com

Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, Events Happening In the City of Baker, FAITH LEADERS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

1,580

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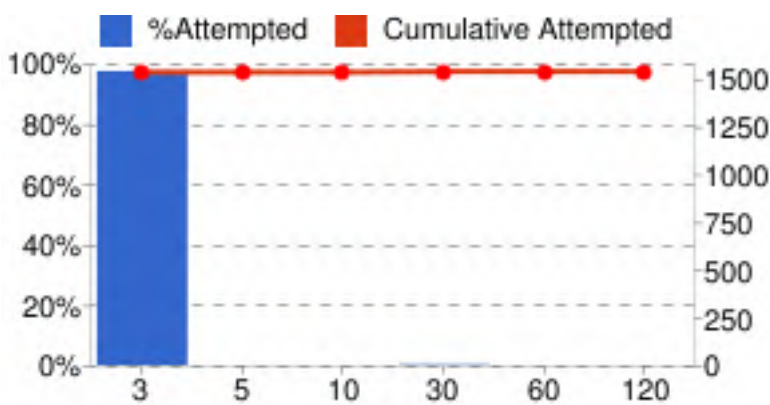
94%

Delivered



- 0% Pending
- 6% Bounced
- 19% Open Rate
- 0% Click Rate

Email Delivery Stats



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5	97%
10	97%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,580 Total Sent

1,493 (94%) Delivered

0 (0%) Pending

87 (6%) Bounced

0 (0%) Unsubscribed

Bulletin Analytics

307 Total Opens

216 (19%) Unique Opens

5 Total Clicks

5 (0%) Unique Clicks

11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

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Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.6%	337	329	n/a	8	n/a

Link URL	Unique Clicks	Total Clicks
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	4	4
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	1	1
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0
https://subscriberhelp.govdelivery.com/	0	0
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https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
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https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0

Subject: Have You Heard? LYNX by CATS is Here and All Trips in the Month of June are FREE!

Sent: 06/11/2022 12:15 PM CDT

Sent By: jhall@cityofbakerla.com

Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, Events Happening In the City of Baker, FAITH LEADERS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

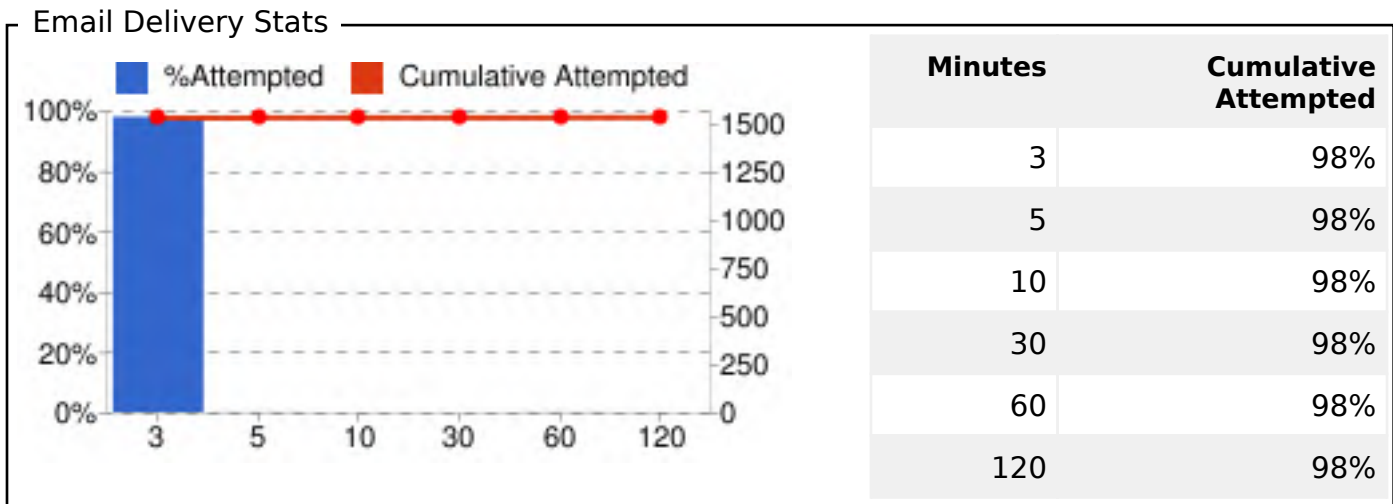
1,567
Recipients

- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
Delivered



- 0% Pending
- 5% Bounced
- 19% Open Rate
- 0% Click Rate



Delivery Metrics - Details

- 1,567** Total Sent
- 1,486 (95%)** Delivered
- 0 (0%)** Pending
- 81 (5%)** Bounced
- 1 (0%)** Unsubscribed

Bulletin Analytics

- 332** Total Opens
- 215 (19%)** Unique Opens
- 2** Total Clicks
- 2 (0%)** Unique Clicks
- 11** # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
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Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.6%	340	332	n/a	8	n/a

Link URL

Link URL	Unique Clicks	Total Clicks
https://www.facebook.com/TheBakerLA/?utm_medium=email...	1	1
https://public.govdelivery.com/accounts/LABAKER/subscriber...	1	1
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https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	0	0

Subject: Have You Heard? LYNX by CATS is Here and All Trips in the Month of June are FREE!

Sent: 06/15/2022 02:01 PM CDT

Sent By: jhall@cityofbakerla.com

Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, Events Happening In the City of Baker, FAITH LEADERS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

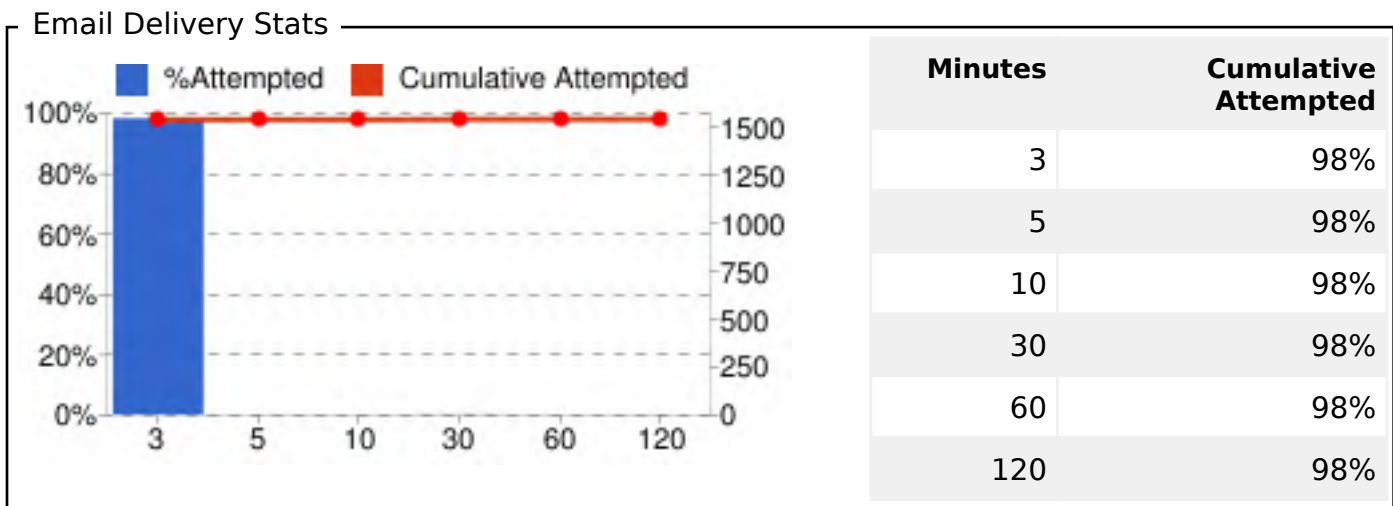
1,572
Recipients

- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
Delivered



- 0% Pending
- 5% Bounced
- 18% Open Rate
- 0% Click Rate



Delivery Metrics - Details

- 1,572** Total Sent
- 1,492 (95%)** Delivered
- 0 (0%)** Pending
- 80 (5%)** Bounced
- 0 (0%)** Unsubscribed

Bulletin Analytics

- 300** Total Opens
- 207 (18%)** Unique Opens
- 2** Total Clicks
- 2 (0%)** Unique Clicks
- 11** # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	94.2%	1,231	1,159	207 / 17.9%	72	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	341	333	n/a	8	n/a

Link URL

Link URL	Unique Clicks	Total Clicks
https://www.facebook.com/TheBakerLA/?utm_medium=email...	1	1
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	1	1
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0

Subject: Have You Heard? LYNX by CATS is Here and All Trips in the Month of June are FREE!

Sent: 06/18/2022 02:00 PM CDT

Sent By: jhall@cityofbakerla.com

Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, Events Happening In the City of Baker, FAITH LEADERS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

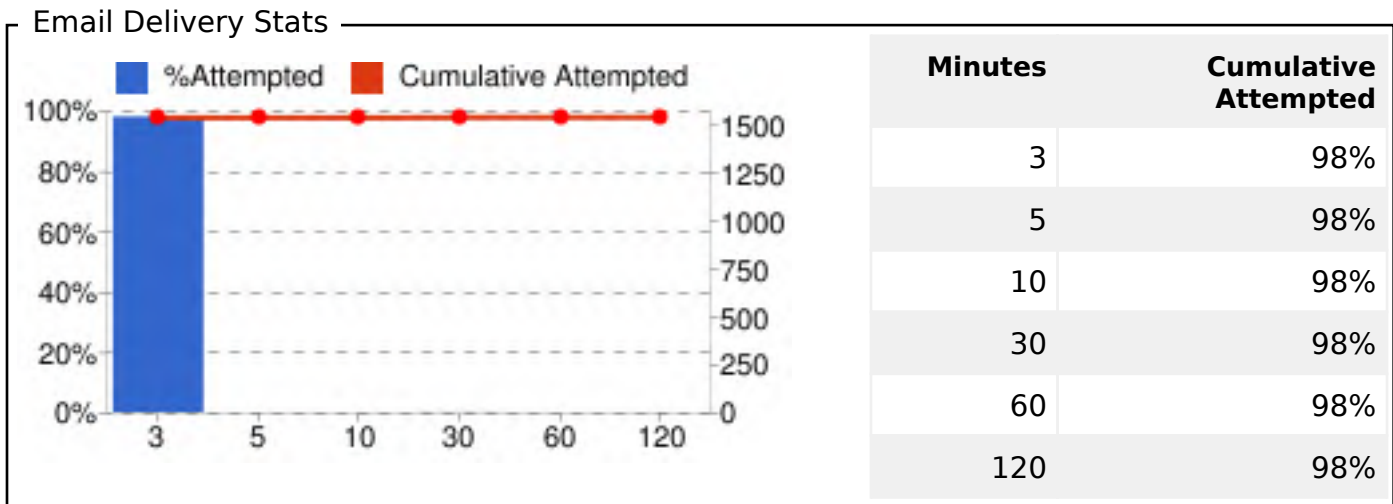
1,574
Recipients

- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
Delivered



- 0% Pending
- 5% Bounced
- 17% Open Rate
- 0% Click Rate



Delivery Metrics - Details

- 1,574** Total Sent
- 1,492 (95%)** Delivered
- 0 (0%)** Pending
- 82 (5%)** Bounced
- 0 (0%)** Unsubscribed

Bulletin Analytics

- 266** Total Opens
- 196 (17%)** Unique Opens
- 0** Total Clicks
- 0 (0%)** Unique Clicks
- 11** # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	94.0%	1,234	1,160	196 / 16.9%	74	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.6%	340	332	n/a	8	n/a

Link URL	Unique Clicks	Total Clicks
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0
https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0

Subject: Have You Heard? LYNX by CATS is Here and All Trips in the Month of June are FREE!

Sent: 06/27/2022 02:00 PM CDT

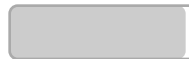
Sent By: jhall@cityofbakerla.com

Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, Events Happening In the City of Baker, FAITH LEADERS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

1,590
Recipients

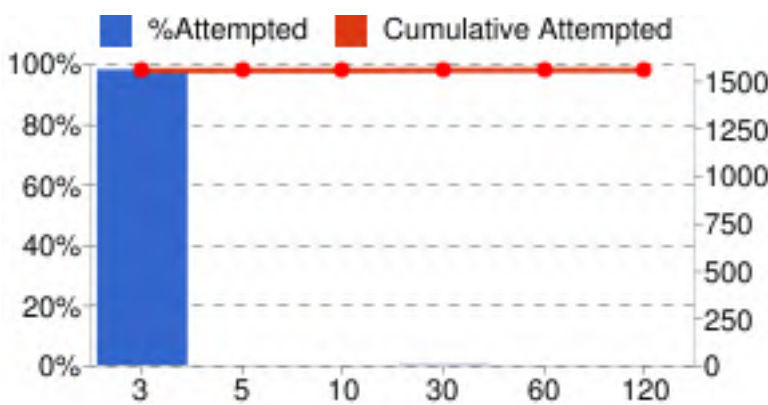
- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
Delivered



- 0% Pending
- 5% Bounced
- 18% Open Rate
- 0% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	98%
5	98%
10	98%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,590 Total Sent

1,507 (95%) Delivered

0 (0%) Pending

83 (5%) Bounced

0 (0%) Unsubscribed

Bulletin Analytics

298 Total Opens

212 (18%) Unique Opens

2 Total Clicks

2 (0%) Unique Clicks

11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	94.0%	1,250	1,175	212 / 18.0%	75	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.6%	340	332	n/a	8	n/a

Link URL

Link URL	Unique Clicks	Total Clicks
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	1	1
https://www.facebook.com/TheBakerLA/?utm_medium=email...	1	1
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0

Subject: Have You Heard? LYNX by CATS is Here and All Trips in the Month of June are FREE!

Sent: 06/28/2022 02:00 PM CDT

Sent By: jhall@cityofbakerla.com

Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, Events Happening In the City of Baker, FAITH LEADERS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

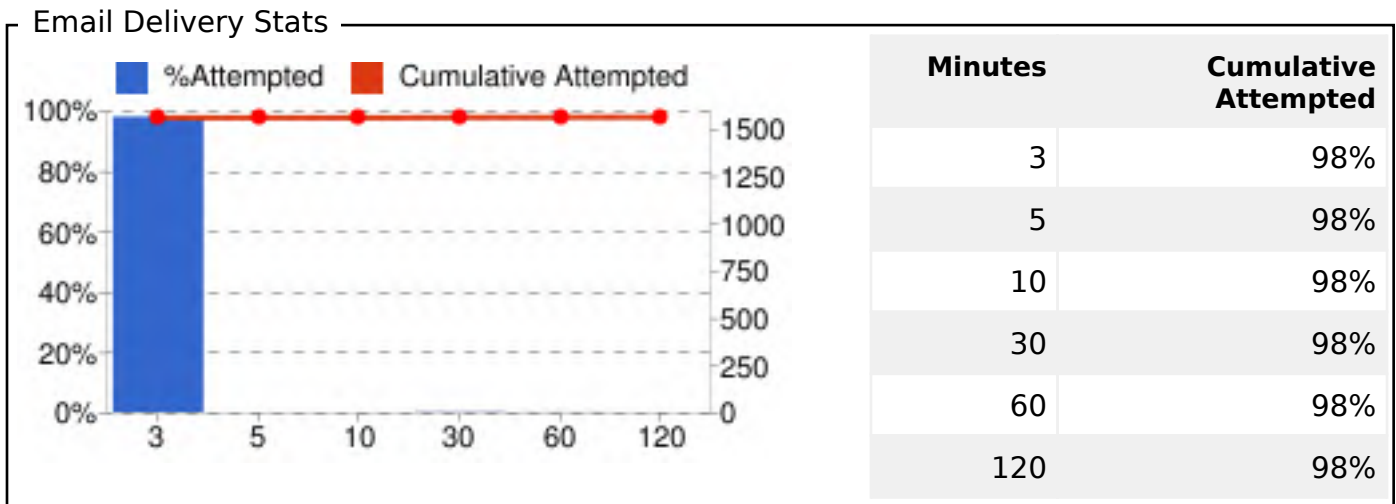
1,596
Recipients

- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
Delivered



- 0% Pending
- 5% Bounced
- 15% Open Rate
- 0% Click Rate



Delivery Metrics - Details

- 1,596** Total Sent
- 1,510 (95%)** Delivered
- 0 (0%)** Pending
- 86 (5%)** Bounced
- 0 (0%)** Unsubscribed

Bulletin Analytics

- 249** Total Opens
- 172 (15%)** Unique Opens
- 0** Total Clicks
- 0 (0%)** Unique Clicks
- 11** # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.8%	1,253	1,175	172 / 14.6%	78	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	343	335	n/a	8	n/a

Link URL

Link URL	Unique Clicks	Total Clicks
https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	0	0
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0

Subject: Have You Heard? LYNX by CATS is Here and All Trips in the Month of June are FREE!

Sent: 06/29/2022 02:00 PM CDT

Sent By: jhall@cityofbakerla.com

Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, Events Happening In the City of Baker, FAITH LEADERS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

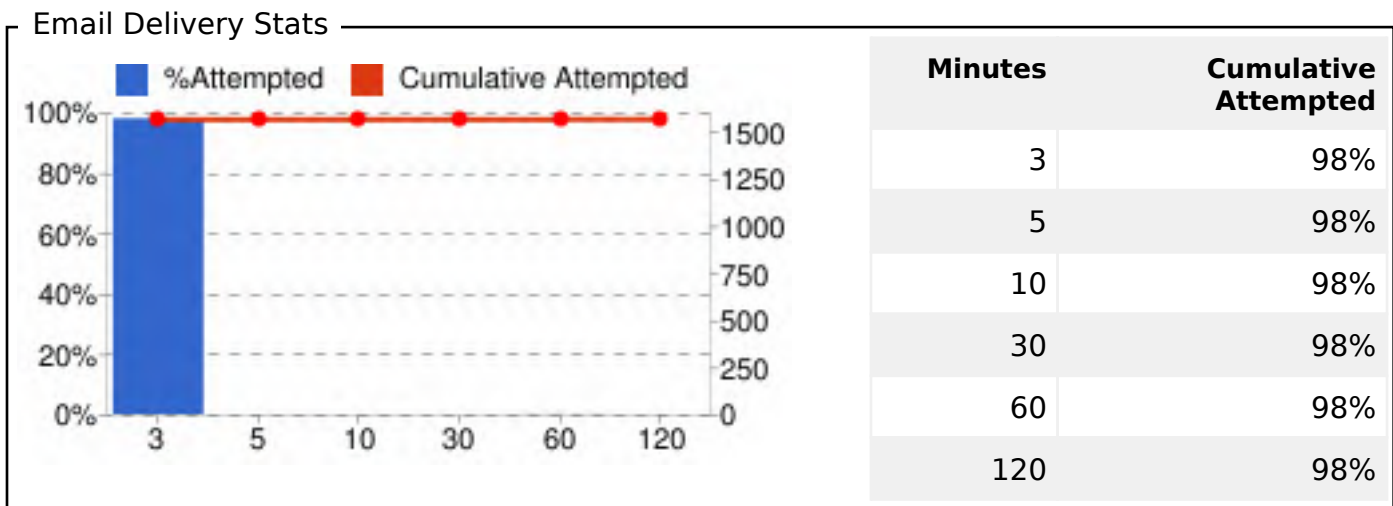
1,601
Recipients

- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
Delivered



- 0% Pending
- 5% Bounced
- 17% Open Rate
- 0% Click Rate



Delivery Metrics - Details

- 1,601** Total Sent
- 1,516 (95%)** Delivered
- 0 (0%)** Pending
- 85 (5%)** Bounced
- 0 (0%)** Unsubscribed

Bulletin Analytics

- 277** Total Opens
- 202 (17%)** Unique Opens
- 1** Total Clicks
- 1 (0%)** Unique Clicks
- 11** # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.9%	1,257	1,180	202 / 17.1%	77	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	344	336	n/a	8	n/a

Link URL	Unique Clicks	Total Clicks
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	1	1
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0

Subject: Have You Heard? LYNX by CATS is Here and All Trips in the Month of June are FREE!

Sent: 06/30/2022 02:00 PM CDT

Sent By: jhall@cityofbakerla.com

Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, Events Happening In the City of Baker, FAITH LEADERS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

1,600
Recipients

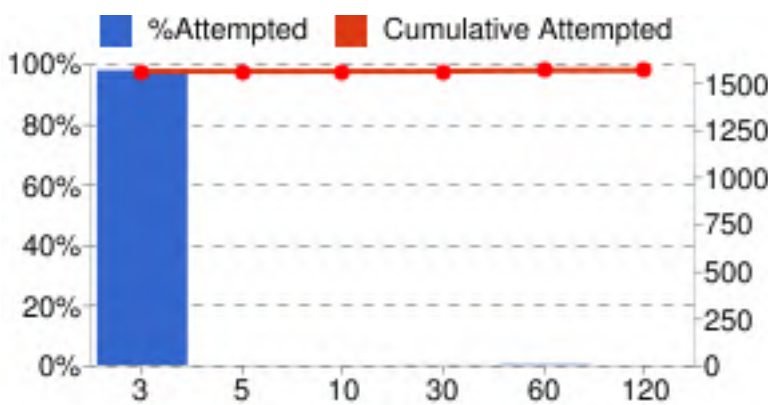
- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

94%
Delivered



- 0% Pending
- 6% Bounced
- 18% Open Rate
- 0% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	98%
5	98%
10	98%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,600 Total Sent

1,512 (94%) Delivered

0 (0%) Pending

88 (6%) Bounced

0 (0%) Unsubscribed

Bulletin Analytics

293 Total Opens

211 (18%) Unique Opens

1 Total Clicks

1 (0%) Unique Clicks

11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.6%	1,258	1,178	211 / 17.9%	80	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	342	334	n/a	8	n/a

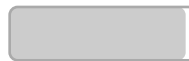
Link URL	Unique Clicks	Total Clicks
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	1	1
https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0

Subject: Did You Know that ALL LYNX by CATS Rides are FREE Throughout the Month of July?
 Sent: 07/01/2022 10:27 AM CDT
 Sent By: rbond@cityofbakerla.com
 Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, EBRP OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, Events Happening In the City of Baker, FAITH LEADERS, MEDIA CONTACTS ONLY: MEDIA ANNOUNCEMENTS, PUBLIC: MEDIA ANNOUNCEMENTS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

1,715
 Recipients

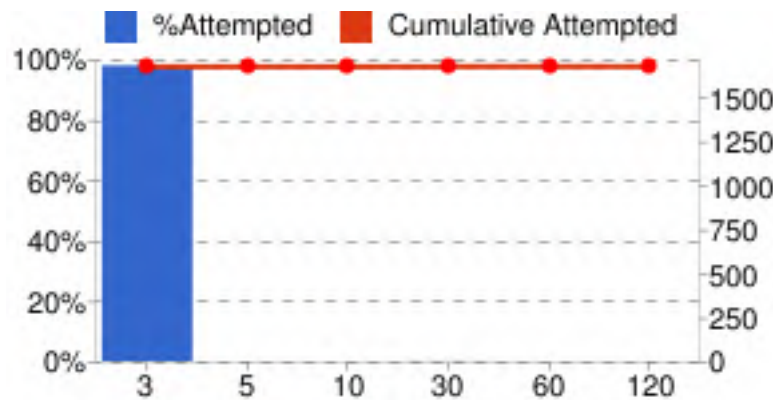
- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
 Delivered



- 0% Pending
- 5% Bounced
- 19% Open Rate
- 0% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	98%
5	98%
10	98%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,715 Total Sent
1,621 (95%) Delivered
0 (0%) Pending
94 (5%) Bounced
0 (0%) Unsubscribed

Bulletin Analytics

367 Total Opens
246 (19%) Unique Opens
1 Total Clicks
1 (0%) Unique Clicks
11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.7%	1,370	1,284	246 / 19.2%	86	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	345	337	n/a	8	n/a

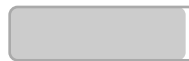
Link URL	Unique Clicks	Total Clicks
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	1	1
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0

Subject: Did You Know that ALL LYNX by CATS Rides are FREE Throughout the Month of July?
 Sent: 07/01/2022 07:00 PM CDT
 Sent By: rbond@cityofbakerla.com
 Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, EBRP OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, Events Happening In the City of Baker, FAITH LEADERS, MEDIA CONTACTS ONLY: MEDIA ANNOUNCEMENTS, PUBLIC: MEDIA ANNOUNCEMENTS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

1,714
 Recipients

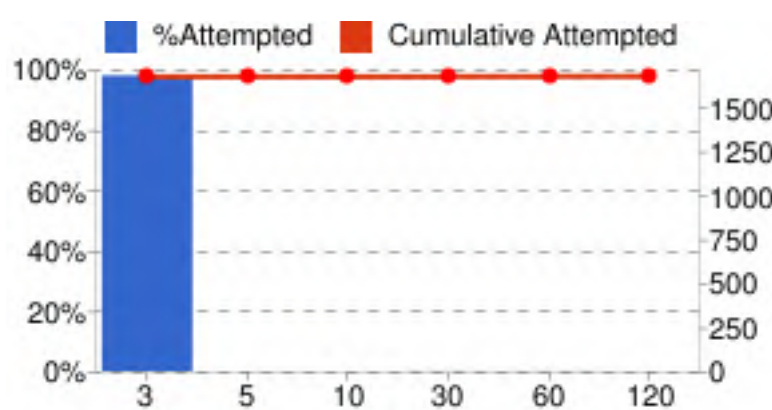
- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
 Delivered



- 0% Pending
- 5% Bounced
- 16% Open Rate
- 0% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	98%
5	98%
10	98%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,714 Total Sent
1,621 (95%) Delivered
0 (0%) Pending
93 (5%) Bounced
0 (0%) Unsubscribed

Bulletin Analytics

271 Total Opens
210 (16%) Unique Opens
0 Total Clicks
0 (0%) Unique Clicks
11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.8%	1,369	1,284	210 / 16.4%	85	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	345	337	n/a	8	n/a

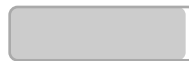
Link URL	Unique Clicks	Total Clicks
https://subscriberhelp.govdelivery.com/	0	0
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0
https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0

Subject: Did You Know that ALL LYNX by CATS Rides are FREE Throughout the Month of July?
 Sent: 07/02/2022 08:00 AM CDT
 Sent By: rbond@cityofbakerla.com
 Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, EBRP OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, Events Happening In the City of Baker, FAITH LEADERS, MEDIA CONTACTS ONLY: MEDIA ANNOUNCEMENTS, PUBLIC: MEDIA ANNOUNCEMENTS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

1,714
 Recipients

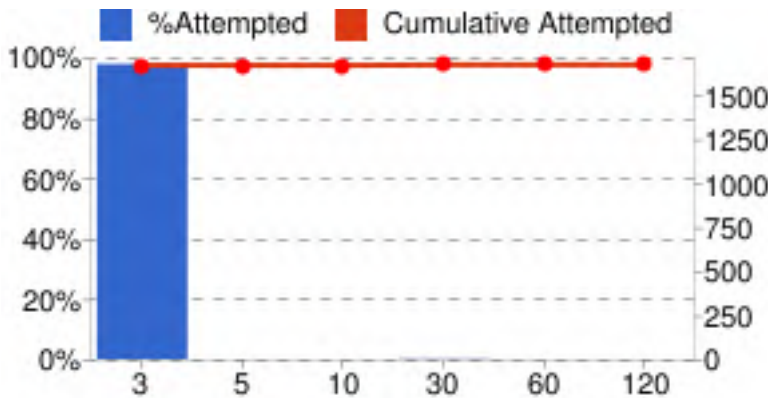
- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

94%
 Delivered



- 0% Pending
- 6% Bounced
- 19% Open Rate
- 0% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	98%
5	98%
10	98%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,714 Total Sent
1,619 (94%) Delivered
0 (0%) Pending
95 (6%) Bounced
0 (0%) Unsubscribed

Bulletin Analytics

346 Total Opens
249 (19%) Unique Opens
7 Total Clicks
2 (0%) Unique Clicks
11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.6%	1,369	1,282	249 / 19.4%	87	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	345	337	n/a	8	n/a

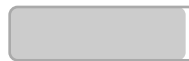
Link URL	Unique Clicks	Total Clicks
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	2	7
https://subscriberhelp.govdelivery.com/	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0

Subject: Did You Know that ALL LYNX by CATS Rides are FREE Throughout the Month of July?
 Sent: 07/04/2022 11:00 AM CDT
 Sent By: rbond@cityofbakerla.com
 Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, EBRP OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, Events Happening In the City of Baker, FAITH LEADERS, MEDIA CONTACTS ONLY: MEDIA ANNOUNCEMENTS, PUBLIC: MEDIA ANNOUNCEMENTS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

1,716
 Recipients

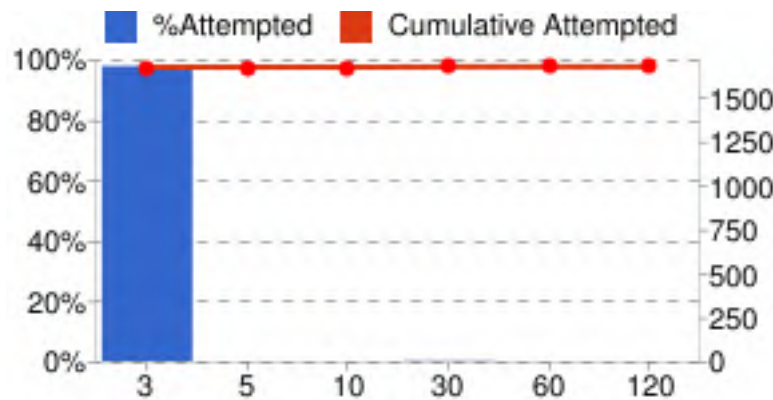
- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
 Delivered



- 0% Pending
- 5% Bounced
- 19% Open Rate
- 0% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	98%
5	98%
10	98%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,716 Total Sent
1,622 (95%) Delivered
0 (0%) Pending
94 (5%) Bounced
0 (0%) Unsubscribed

Bulletin Analytics

338 Total Opens
244 (19%) Unique Opens
8 Total Clicks
5 (0%) Unique Clicks
11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.7%	1,371	1,285	244 / 19.0%	86	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	345	337	n/a	8	n/a

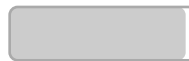
Link URL	Unique Clicks	Total Clicks
https://www.facebook.com/TheBakerLA/?utm_medium=email...	1	2
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	2	2
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	1	2
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	1	2
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0

Subject: Did You Know that ALL LYNX by CATS Rides are FREE Throughout the Month of July?
 Sent: 07/10/2022 05:00 PM CDT
 Sent By: rbond@cityofbakerla.com
 Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, EBRP OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, Events Happening In the City of Baker, FAITH LEADERS, MEDIA CONTACTS ONLY: MEDIA ANNOUNCEMENTS, PUBLIC: MEDIA ANNOUNCEMENTS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

1,726
 Recipients

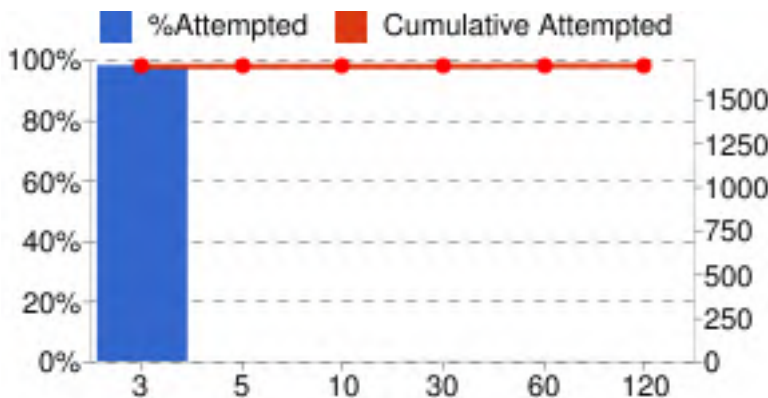
- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
 Delivered



- 0% Pending
- 5% Bounced
- 21% Open Rate
- 1% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	98%
5	98%
10	98%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,726 Total Sent
1,635 (95%) Delivered
0 (0%) Pending
91 (5%) Bounced
1 (0%) Unsubscribed

Bulletin Analytics

392 Total Opens
274 (21%) Unique Opens
9 Total Clicks
8 (1%) Unique Clicks
11 # of Links

Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	94.0%	1,381	1,298	274 / 21.1%	83	1
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	345	337	n/a	8	n/a

Link URL	Unique Clicks	Total Clicks
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	5	5
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	1	2
https://public.govdelivery.com/accounts/LABAKER/subscriber...	1	1
https://public.govdelivery.com/accounts/LABAKER/subscriber...	1	1
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	1	1
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://www.facebook.com/TheBakerLA/?utm_medium=email...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0

Subject: Did You Know that ALL LYNX by CATS Rides are FREE Throughout the Month of July?
 Sent: 07/11/2022 04:00 PM CDT
 Sent By: rbond@cityofbakerla.com
 Sent To: Subscribers of COB OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, City of Baker General Information & News, EBRP OFFICIALS & AGENCIES: MEDIA ANNOUNCEMENTS, Events Happening In the City of Baker, FAITH LEADERS, MEDIA CONTACTS ONLY: MEDIA ANNOUNCEMENTS, PUBLIC: MEDIA ANNOUNCEMENTS, Public Notices, STATE & FEDERAL LEGISLATORS: MEDIA ANNOUNCEMENTS, or Staff Notices,

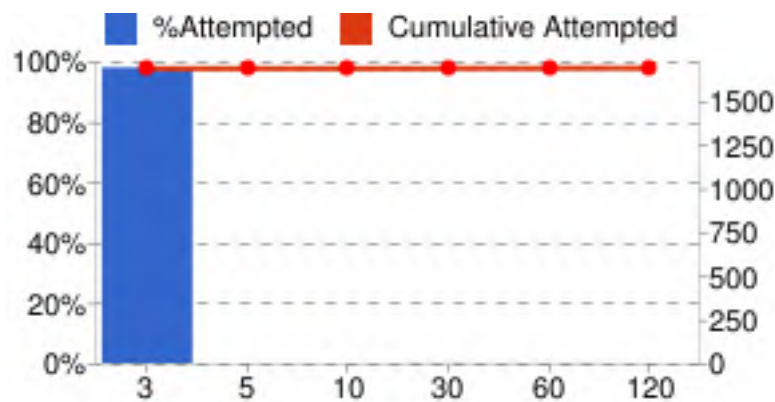
1,726
 Recipients

- ✓ Email
- ✓ SMS
- ✓ Facebook
- ✓ Twitter
- ✓ RSS

95%
 Delivered

- 0% Pending
- 5% Bounced
- 20% Open Rate
- 0% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	98%
5	98%
10	98%
30	98%
60	98%
120	98%

Delivery Metrics - Details

1,726 Total Sent
1,632 (95%) Delivered
0 (0%) Pending
94 (5%) Bounced
0 (0%) Unsubscribed

Bulletin Analytics

353 Total Opens
260 (20%) Unique Opens
3 Total Clicks
3 (0%) Unique Clicks
11 # of Links


Delivery and performance

These figures represent all data since the bulletin was first sent to present time.

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
Email Bulletin	Delivered	93.8%	1,382	1,296	260 / 20.1%	86	0
Digest	n/a	n/a	0	0	0 / 0.0%	0	0
SMS Message	Delivered	97.7%	344	336	n/a	8	n/a

Link URL	Unique Clicks	Total Clicks
https://cityofbakerla.com/wp/baker-microtransit-lynx-by-cats/...	2	2
https://www.instagram.com/Baker_Bolder/?utm_medium=em...	1	1
https://www.facebook.com/TheBakerLA/?utm_medium=email...	1	1
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://subscriberhelp.govdelivery.com/	0	0
https://subscriberhelp.granicus.com/?utm_medium=email&u...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://twitter.com/MayorWaites?utm_medium=email&utm_s...	0	0
https://content.govdelivery.com/accounts/LABAKER/bulletins/...	0	0
https://public.govdelivery.com/accounts/LABAKER/subscriber...	0	0



Powered by  VIA

Everything you need to know about LYNX by CATS.

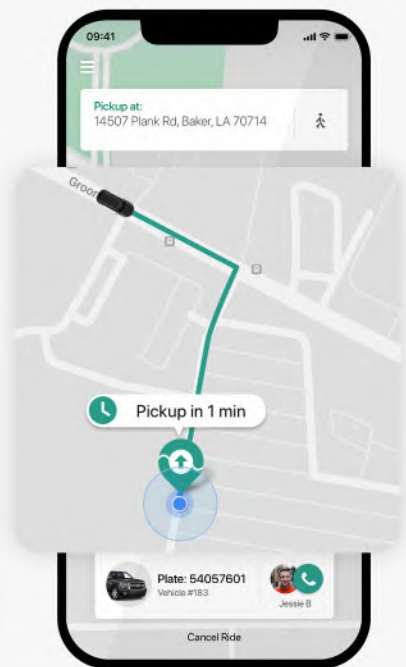
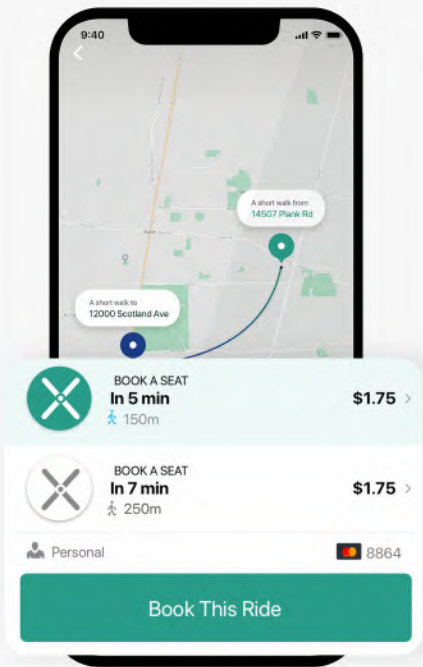
Book trips right from your phone, get picked up in minutes, and access the whole city without needing a car.

ALL trips are FREE until July!



brcats.com/lynxbycats





How to book a ride.

1. Create an account.

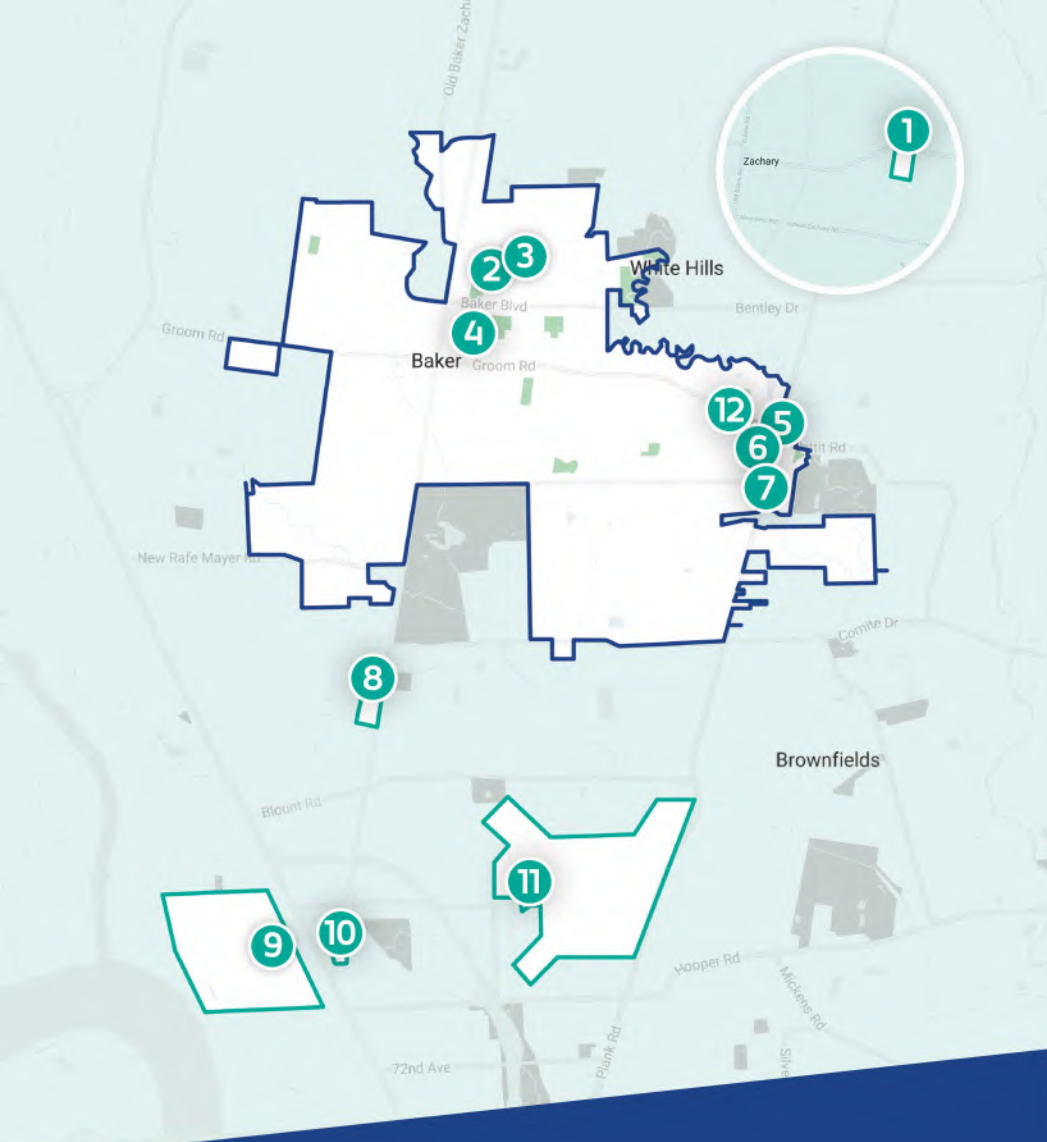
Download the **LYNX by CATS** app from the **App Store** or **Google Play Store** and follow the simple sign-up steps.

2. Book a ride.

Enter your pickup and dropoff addresses. Choose the ride that works for you by tapping **Book This Ride**. Be sure to tap the Wheelchair icon if you need a Wheelchair Accessible Vehicle!

3. Meet your driver.

Check the app to find out exactly where to meet the vehicle, which may be a short walk from the address you gave us.



Popular destinations:

- 1 Lane Regional Medical Center
- 2 Baker Municipal Center
- 3 Baker Council on Aging
- 4 Shopper's Value Foods
- 5 Plank Crossing
- 6 Walmart Supercenter
- 7 Bethany Church
- 8 ExxonMobil Baton Rouge Plastics Plant
- 9 Southern University - F.G. Clark Activity Center
- 10 Scotlandville Transfer Point
- 11 Baton Rouge Metropolitan Airport (BTR)
- * Baker Area Schools

What is LYNX by CATS?

Think of us like a minibus that comes when you want, where you want – give us your pickup and dropoff addresses, and we'll provide a few ride options. Choose the option that works best for you and we'll send a driver to pick you up near the location you gave us.

When can I ride?

Service hours are Monday-Friday 5am-9pm and Saturdays 6am-8:30pm.

How much do rides cost?

A single ride costs \$1.75. Add extra passengers to your trip for \$0.35 each. Seniors (62+) and youth (5-18 years old) ride for \$0.35 one way. High school and university students with a valid student ID ride for free.

How do I book a ride?

You can book a ride using the **LYNX by CATS** mobile app or by calling **225-267-9080**.

How do I pay for my rides?

When setting up your account you'll be able to add a credit/debit card. When you book your ride, you can choose whether to pay using the card on file or by voucher. Please note that drivers aren't able to receive cash fares.

Why do I have to walk to meet my driver?

LYNX by CATS is a shared ride service, so passengers might be getting picked up and dropped off along the way. To keep things running quickly and smoothly, we'll ask you to meet us at a nearby corner instead of exactly at the address you entered – that way, the driver can get everyone to their destination without making any detours.

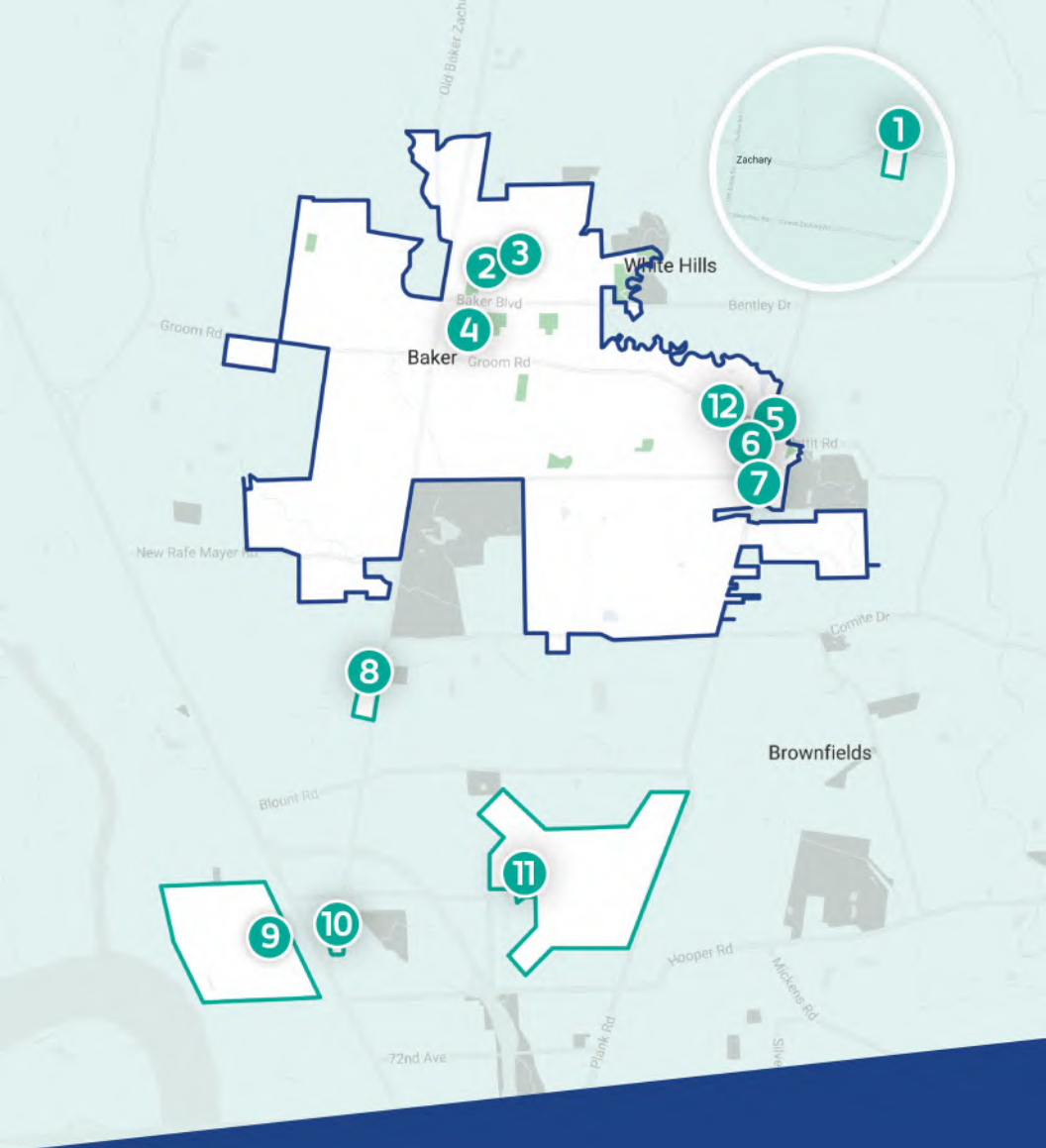
Are wheelchair accessible vehicles available?

Yes! Please let us know you need a WAV when you book your ride in the app or over the phone by tapping your profile picture or image at the top of the app menu and tapping the Wheelchair Accessibility toggle to turn it on. This will also unlock curb to curb service.



Download the **LYNX by CATS** app or call **225-267-9080** to get started.





Popular destinations:

- 1 Lane Regional Medical Center
- 2 Baker Municipal Center
- 3 Baker Council on Aging
- 4 Shopper's Value Foods
- 5 Plank Crossing
- 6 Walmart Supercenter
- 7 Bethany Church
- 8 ExxonMobil Baton Rouge Plastics Plant
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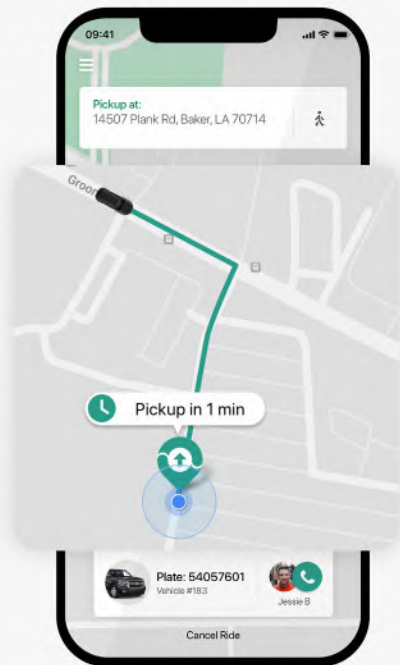
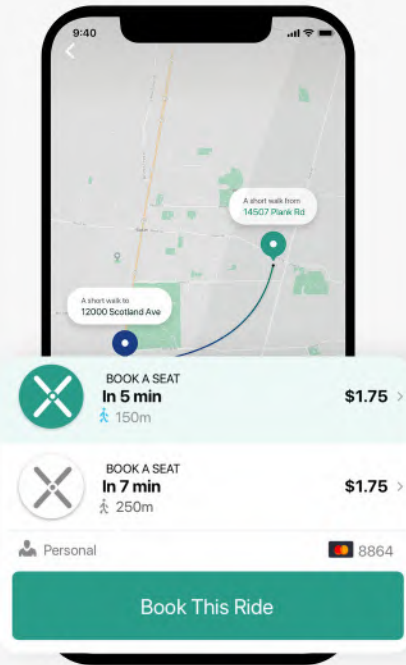
Are wheelchair accessible vehicles available?

Yes! Please let us know you need a WAV when you book your ride in the app or over the phone by tapping your profile picture or image at the top of the app menu and tapping the Wheelchair Accessibility toggle to turn it on. This will also unlock curb to curb service.



Download the **LYNX by CATS** app
or call **225-267-9080** to get started.





LYNX
BY CATS

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Everything you need to know about LYNX by CATS.

Book trips right from your phone, get picked up in minutes, and access the whole city without needing a car.

ALL trips are FREE until July!

How to book a ride.

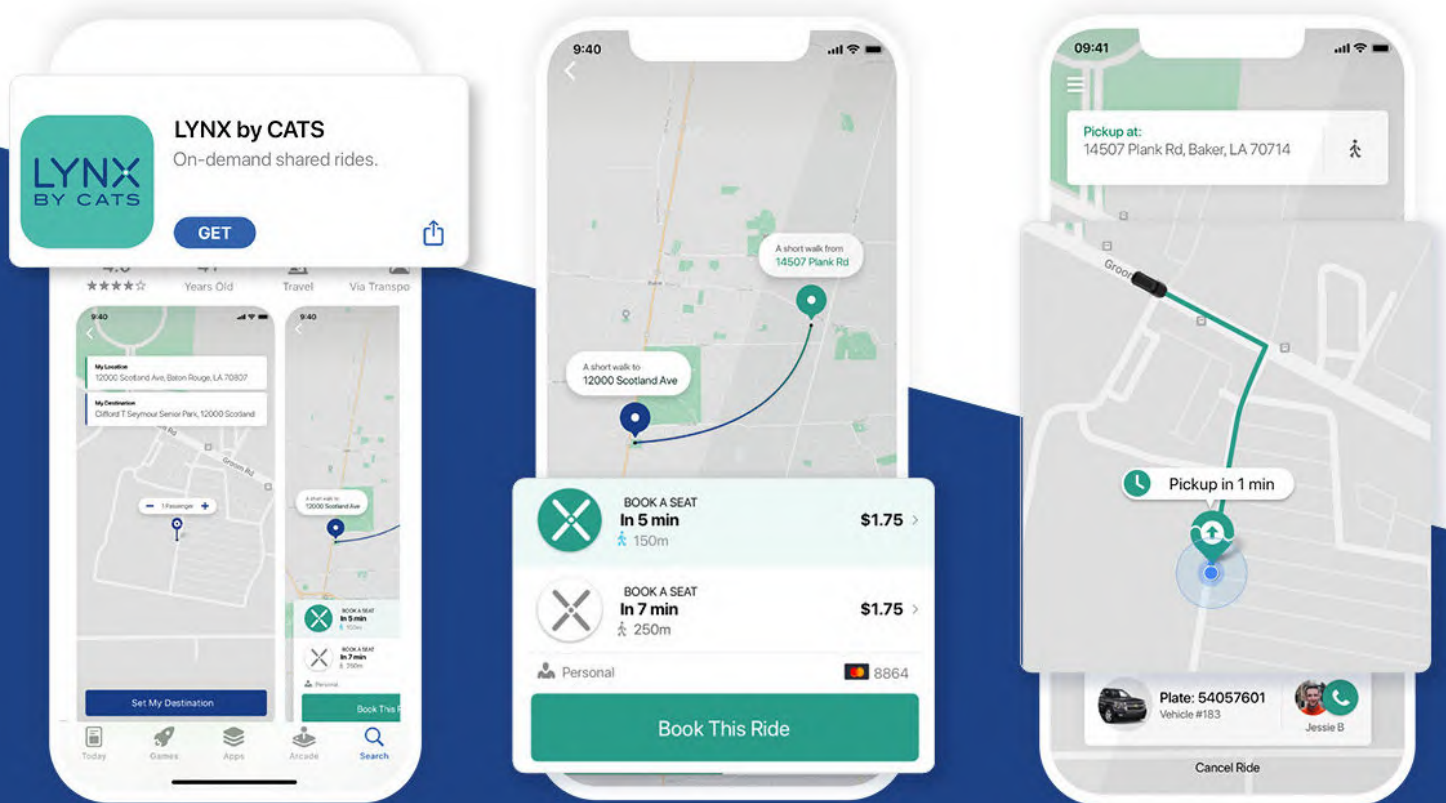
- 1. Create an account.**
Download the LYNX by CATS app from the **App Store** or **Google Play Store** and follow the simple signup steps.
- 2. Book a ride.**
Enter your pickup and dropoff addresses. Choose the ride that works for you by tapping **Book This Ride**. Be sure to tap the Wheelchair icon if you need a Wheelchair Accessible Vehicle!
- 3. Meet your driver.**
Check the app to find out exactly where to meet the vehicle, which may be a short walk from the address you gave us.



brcats.com/lynxbycats

How to ride with LYNX by CATS.

Follow these easy steps and you'll be on board in no time.



1 Create an account. Download the LYNX by CATS app from the App Store or Google Play Store and follow the simple signup steps.



2 Book a ride. Enter your pickup and dropoff addresses. Choose the ride that works for you by tapping Book This Ride. Be sure to tap the Wheelchair icon if you need a Wheelchair Accessible Vehicle!

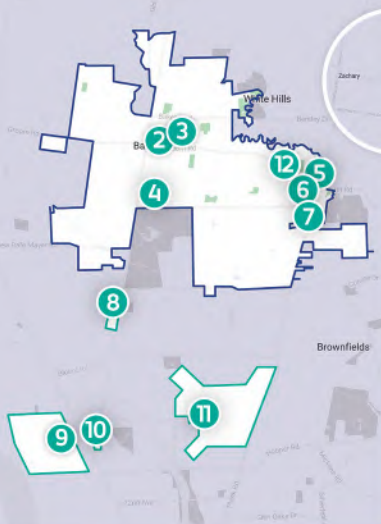
3 Meet your driver. Check the app to find out exactly where to meet the vehicle, which may be a short walk from the address you gave us.



Download the LYNX by CATS app or call 225-267-9080 to get started.

brcats.com/lynxbycats

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Popular destinations:

- ① Lane Regional Medical Center
- ② Baker Municipal Center
- ③ Baker Council on Aging
- ④ Shopper's Value Foods
- ⑤ Plank Crossing
- ⑥ Walmart Supercenter
- ⑦ Bethany Church
- ⑧ ExxonMobil Baton Rouge Plastics Plant
- ⑨ Southern University - F.G. Clark Activity Center
- ⑩ Scottlandville Transfer Point
- ⑪ Baton Rouge Metropolitan Airport (BTR)
- ★ Baker Area Schools

The basics.

LYNX by CATS is Baker's shared ride service. Book trips in the app or call in to get picked up in minutes, and get around Baker without needing to drive.

Service hours:

Monday-Friday: 5am-9pm
Saturday: 6am-8:30pm

Price:

Seniors (62+) ride for \$0.35 one way. Add extra passengers to your trip for \$0.35 each.



Download the LYNX by CATS app or call 225-267-9080 to get started today.

LYNX
BY CATS

Powered by VIA

Get around
Baker for
just \$0.35!

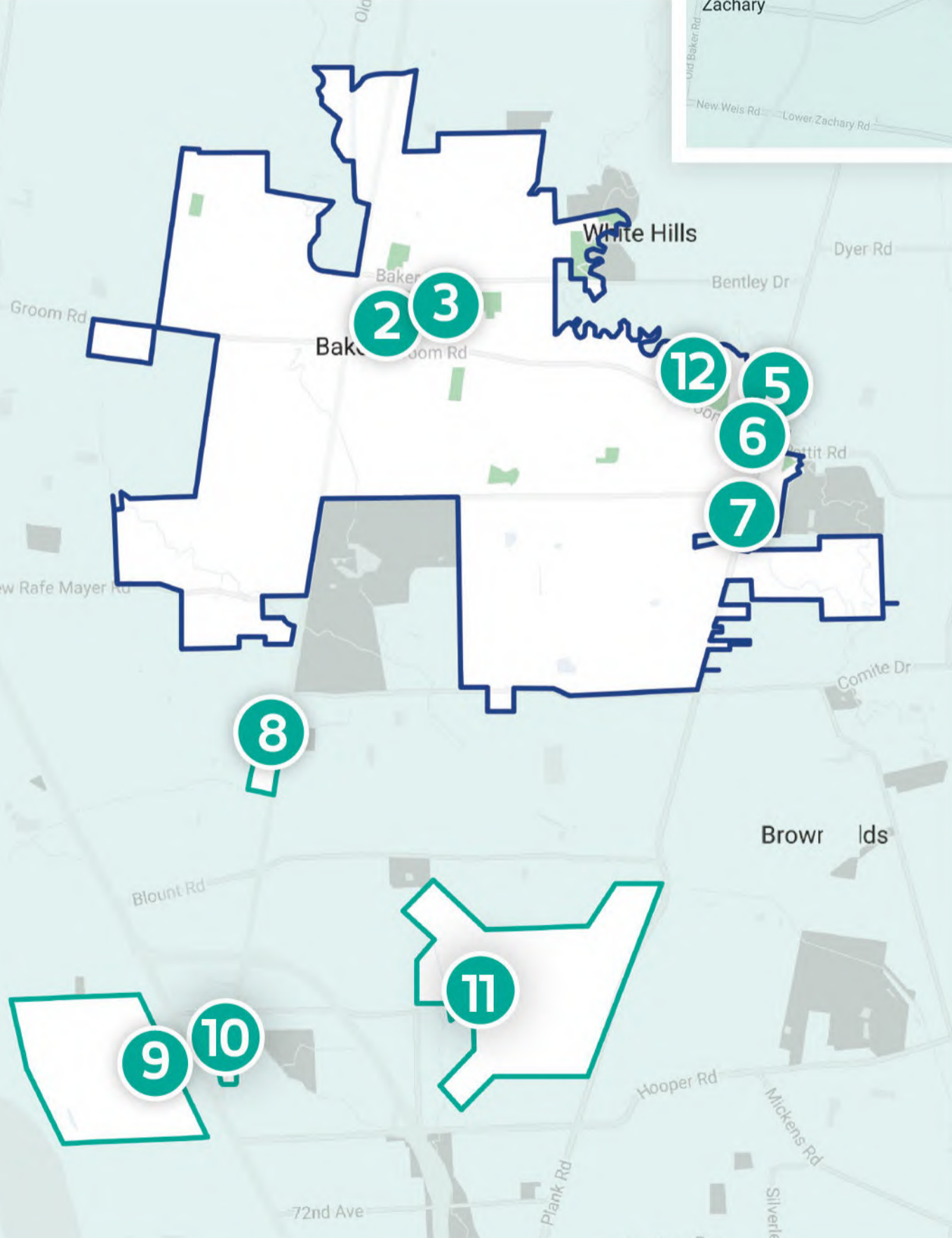
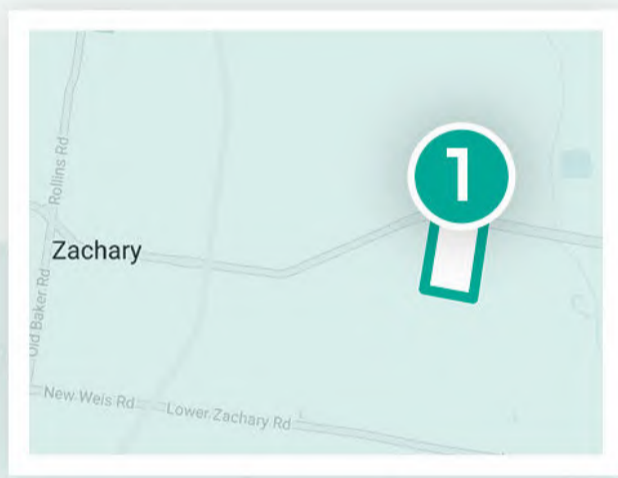


Wheelchair
accessible
vehicles
available.

brcats.com/lynxbycats

\$1.75 or less to get around Baker.

**ALL trips
are FREE
until July!**



- Popular destinations:**
- ① Lane Regional Medical Center
 - ② Baker Municipal Center
 - ③ Baker Council on Aging
 - ④ Shopper's Value Foods
 - ⑤ Plank Crossing
 - ⑥ Walmart Supercenter
 - ⑦ Bethany Church
 - ⑧ ExxonMobil Baton Rouge Plastics Plant
 - ⑨ Southern University - F.G. Clark Activity Center
 - ⑩ Scottlandville Transfer Point
 - ⑪ Baton Rouge Metropolitan Airport (BTR)
 - ⑫ Baker Area Schools

- ✓ Book trips right from your phone.
- ✓ Get picked up in minutes.
- ✓ Run errands or get to school without needing a car.


Service hours:
Monday-Friday:
5am-9pm

Saturday:
6am-8:30pm



Download the **LYNX by CATS** app or call **225-267-9080** to start riding.



Powered by  VIA

Ride anywhere
in Baker for
\$1.75 or less.




Powered by  VIA

LYNX
BY CATS



**Ride anywhere
in Baker for
\$1.75 or less.**

Powered by  VIA

LYNX
BY CATS



Ride anywhere
in Baker for
\$1.75 or less.

Powered by  VIA

APPENDIX C: CATS TITLE VI COMPLAINT INVESTIGATION PROCEDURES



CATS Title VI Complaint Process



CATS Title VI Complaint Process

CATS grants all citizens equal access to all its transportation services. It is further the intent of CATS that all citizens are aware of their rights to such access. This process document is designed to serve as an educational tool for citizens so that they may understand one of the civil rights laws that protect their benefit of CATS programs and services, specifically, as it relates to Title VI of the Civil Rights Act of 1964.

What is Title VI

Title VI is a section of the Civil Rights Act of 1964 requiring that “No person in the United States shall on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.” Note that Title VI does not address gender discrimination. It only covers race, color and national origin. Other Civil Rights laws prohibit gender discrimination.

Who are Limited English Proficient Persons?

Persons who do not speak English as their primary language and who have limited ability to read, speak, write, or understand English can be limited English proficient, or “LEP.” These individuals may be entitled to language assistance with respect to a particular type of service, benefit, or encounter.

Different treatment based on a person’s inability to speak, read, write, or understand English may be a type of national origin discrimination.

How do I file a complaint?

If you believe that you have received discriminatory treatment by CATS on the basis of your race, color or national origin, you have the right to file a complaint with CATS’ Title VI Coordinator. The complaint must be filed no later than 180 calendar days of the alleged discriminatory incident.

Methods of filing a Complaint

The preferred method is to file your complaint in the online complaint form located at www.brcats.com/page/titlevi

You can obtain a hard copy of the Title VI Complaint Form by calling (225) 342-5548 or email TitleVIComplaints@brcats.com.

The form can be mailed to:

Title VI Coordinator Capital Area Transit System Title VI Coordinator
2250 Florida Boulevard
Baton Rouge, LA, 70802

In addition, a complaint can be filed with the Federal Transit Administration by completing the [FTA complaint form \(PDF\)](#). The complaint form should be emailed to FTACivilRightsCommunications@dot.gov with "FTA complaint form" included in the subject line.

Alternatively, FTA complaints may be mailed to:

Federal Transit Administration
Office of Civil Rights
Attention: Complaint Team
East Building, 5th Floor – TCR
1200 New Jersey Avenue, SE
Washington, DC 20590 Office of Civil Rights

Should a complaint be filed with CATS and an external entity simultaneously, the external complaint shall supersede the CATS complaint and the CATS complaint procedures will be suspended pending the external entity's findings.

Investigations

Within 10 working days of receipt of the formal complaint, the Title VI Coordinator will notify the complainant and begin an investigation (unless the complaint is filed with an external entity first or simultaneously).

The investigation may include discussion(s) of the complaint with all affected parties to determine the problem. The complainant may be represented by an attorney or other representative of his/her own choosing and may bring witnesses and present testimony and evidence in the course of the investigation.

The investigation will be conducted and completed within 90 days of the receipt of the formal complaint.

Based upon all the information received, an investigation report will be written by the Title VI Coordinator for submittal to the Chief Executive Officer.

The complainant will receive a letter stating that final decision by the end of the 90-day time limit.

The complainant shall be notified of his/her right to appeal the decision. Appeals may be made to the Federal Transit Administration (FTA).

If the complainant is dissatisfied with the determination and/or resolution set forth by CATS, the same complaint may be submitted to the FTA for investigation.

A copy of the complaint and CATS' investigation report/letter of finding and final remedial action plan, if appropriate, will be issued to FTA within 120 days of the receipt of the complaint.

A summary of the complaint and its resolution will be included as part of the Title VI updates to the FTA.



APPENDIX D: CATS FTA TITLE VI CERTIFICATIONS AND ASSURANCES

FEDERAL FISCAL YEAR 2022 CERTIFICATIONS AND ASSURANCES FOR FTA ASSISTANCE PROGRAMS

(Signature pages alternate to providing Certifications and Assurances in TrAMS.)

Name of Applicant: Capital Area Transit System

The Applicant certifies to the applicable provisions of all categories: (check here) ✓.

Or,

The Applicant certifies to the applicable provisions of the categories it has selected:

Category	Certification
01 Certifications and Assurances Required of Every Applicant	_____
02 Public Transportation Agency Safety Plans	_____
03 Tax Liability and Felony Convictions	_____
04 Lobbying	_____
05 Private Sector Protections	_____
06 Transit Asset Management Plan	_____
07 Rolling Stock Buy America Reviews and Bus Testing	_____
08 Urbanized Area Formula Grants Program	_____
09 Formula Grants for Rural Areas	_____
10 Fixed Guideway Capital Investment Grants and the Expedited Project Delivery for Capital Investment Grants Pilot Program	_____
11 Grants for Buses and Bus Facilities and Low or No Emission Vehicle Deployment Grant Programs	_____

12 Enhanced Mobility of Seniors and Individuals with Disabilities Programs

13 State of Good Repair Grants

14 Infrastructure Finance Programs

15 Alcohol and Controlled Substances Testing

16 Rail Safety Training and Oversight

17 Demand Responsive Service

18 Interest and Financing Costs

19 Cybersecurity Certification for Rail Rolling Stock and Operations

20 Tribal Transit Programs

21 Emergency Relief Program

CERTIFICATIONS AND ASSURANCES SIGNATURE PAGE

AFFIRMATION OF APPLICANT

Name of the Applicant: Capital Area Transit System

BY SIGNING BELOW, on behalf of the Applicant, I declare that it has duly authorized me to make these Certifications and Assurances and bind its compliance. Thus, it agrees to comply with all federal laws, regulations, and requirements, follow applicable federal guidance, and comply with the Certifications and Assurances as indicated on the foregoing page applicable to each application its Authorized Representative makes to the Federal Transit Administration (FTA) in the federal fiscal year, irrespective of whether the individual that acted on his or her Applicant's behalf continues to represent it.

The Certifications and Assurances the Applicant selects apply to each Award for which it now seeks, or may later seek federal assistance to be awarded by FTA during the federal fiscal year.

The Applicant affirms the truthfulness and accuracy of the Certifications and Assurances it has selected in the statements submitted with this document and any other submission made to FTA, and acknowledges that the Program Fraud Civil Remedies Act of 1986, 31 U.S.C. § 3801 *et seq.*, and implementing U.S. DOT regulations, "Program Fraud Civil Remedies," 49 CFR part 31, apply to any certification, assurance or submission made to FTA. The criminal provisions of 18 U.S.C. § 1001 apply to any certification, assurance, or submission made in connection with a federal public transportation program authorized by 49 U.S.C. chapter 53 or any other statute

In signing this document, I declare under penalties of perjury that the foregoing Certifications and Assurances, and any other statements made by me on behalf of the Applicant are true and accurate.

Signature William J. Deville Date: 2/17/22
Name William J. Deville Authorized Representative of Applicant

AFFIRMATION OF APPLICANT'S ATTORNEY

For (Name of Applicant): Capital Area Transit System

As the undersigned Attorney for the above-named Applicant, I hereby affirm to the Applicant that it has authority under state, local, or tribal government law, as applicable, to make and comply with the Certifications and Assurances as indicated on the foregoing pages. I further affirm that, in my opinion, the Certifications and Assurances have been legally made and constitute legal and binding obligations on it.

I further affirm that, to the best of my knowledge, there is no legislation or litigation pending or imminent that might adversely affect the validity of these Certifications and Assurances, or of the performance of its FTA assisted Award.

Signature Dedrick H. Moore Date: 2/17/22
Name Dedrick H. Moore Attorney for Applicant

Each Applicant for federal assistance to be awarded by FTA must provide an Affirmation of Applicant's Attorney pertaining to the Applicant's legal capacity. The Applicant may enter its electronic signature in lieu of the Attorney's signature within TrAMS, provided the Applicant has on file and uploaded to TrAMS this hard-copy Affirmation, signed by the attorney and dated this federal fiscal year.

APPENDIX E: Language Assistance Plan CATS



Language Assistance Plan
CAPITAL AREA TRANSIT SYSTEM
BATON ROUGE, LOUISIANA
July 2021



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I. Introduction

This Language Assistance Plan (LAP) has been prepared to address the Capital Area Transit System's (CATS) responsibilities as a recipient of Federal financial assistance as they relate to the needs of individuals with limited English language skills. The plan has been prepared in accordance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination based on race, color, or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person shall, on the grounds of race, color, or national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

CATS is committed to ensuring that no person is excluded from participation in or denied the benefits of its transit services based on race, color, or national origin. This plan was developed to guide CATS in its administration and management of Title VI related activities.

A. Plan Summary

CATS has developed this LAP to help identify reasonable steps for providing language assistance to persons with limited English proficiency [LEP] who wish to access services provided. As defined in Executive Order 13166, LEP persons do not speak English as their primary language and have limited ability to read, speak, write or understand English. This plan outlines how to identify a person who may need language assistance, the ways in which assistance may be provided, staff training that may be required, and how to notify LEP persons that assistance is available. To prepare this plan, CATS undertook the U.S. Department of Transportation's four-factor LEP analysis which considers the following factors:

1. The number or proportion of LEP persons in the service area who may be served or are likely to encounter a CATS program, activity, or service.
2. The frequency with which LEP persons encounter CATS programs, activities, or services.
3. The nature and importance of programs, activities, or services provided by CATS to the LEP population.
4. The resources available to CATS and the overall cost to provide LEP assistance.

A summary of the results of the four-factor analysis is in the following section.

B. Four-Factor Analysis

1. The number or proportion of LEP persons in the service area who may be served or are likely to encounter a CATS program, activity, or service.

CATS reviewed 2019 5-year American Community Survey block group data. Those 239 block groups intersecting the corporate limits of Baton Rouge and Baker were considered the CATS service area. The review indicated that the total service area has a total of 120,184 households. Of those households (2.58%) speak English “not well” or “not at all.” Spanish speaking households are 1.42% of overall households, and Asian speaking households are 0.86%, and others are 0.84%, as shown in Table 1 below. Figure 1 depicts the block groups with 5%, or more Spanish LEP households, and Figure 2 depicts block groups with 5% or more Asian LEP households.

Table 1: LEP Households by Language Spoken at Home

	Total	% of Total
Total Households:	120,184	100.00%
Speaks Spanish:	1,711	1.42%
Speaks Other Indo-European Languages:	252	0.21%
Speaks Asian and Pacific Island Languages:	1030	0.86%
Speaks Other Languages:	106	0.63%
Total LEP	3,099	2.58%

Source: Census 5-year American Community Survey 2019

Figure 1: Spanish LEP Block Groups

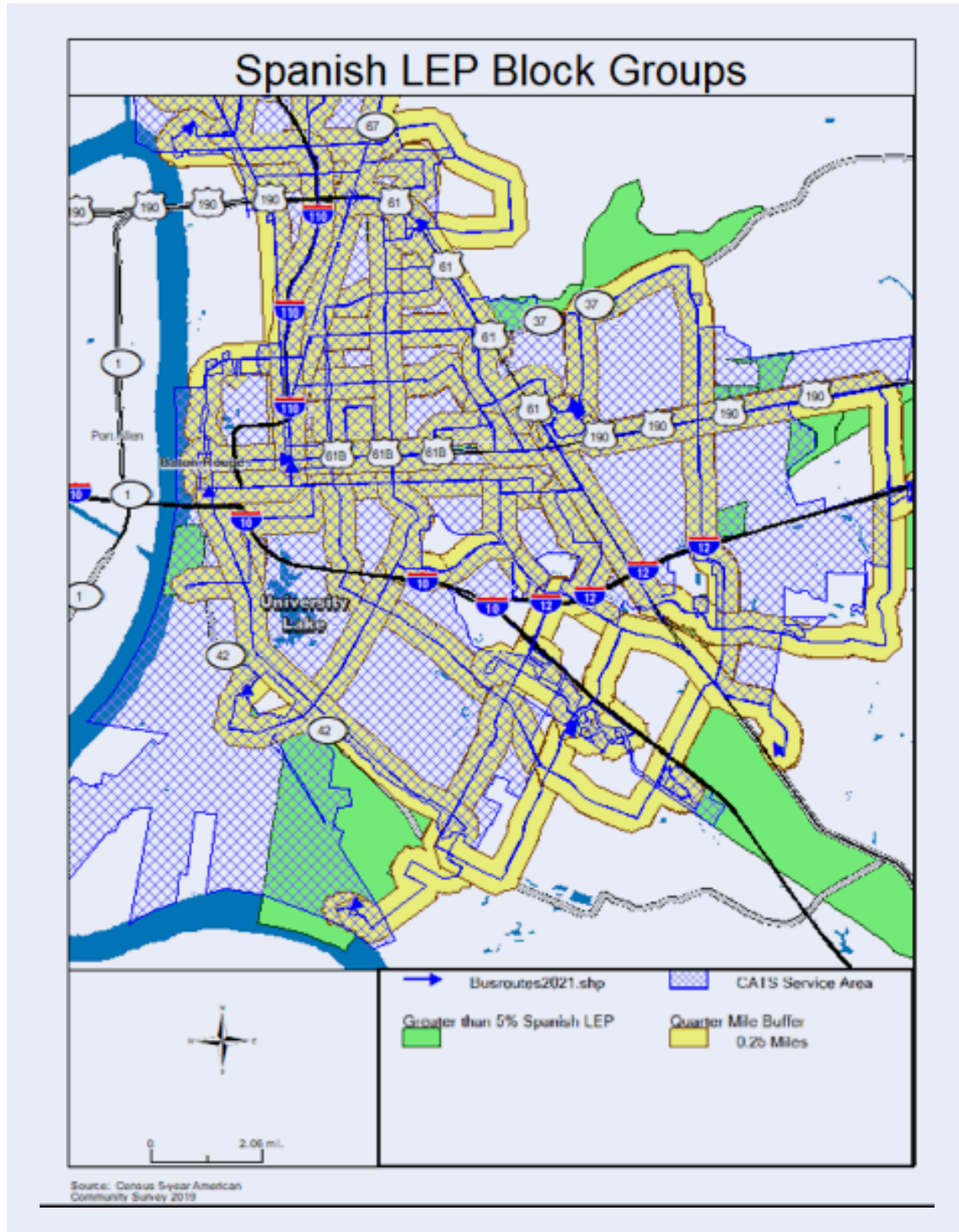
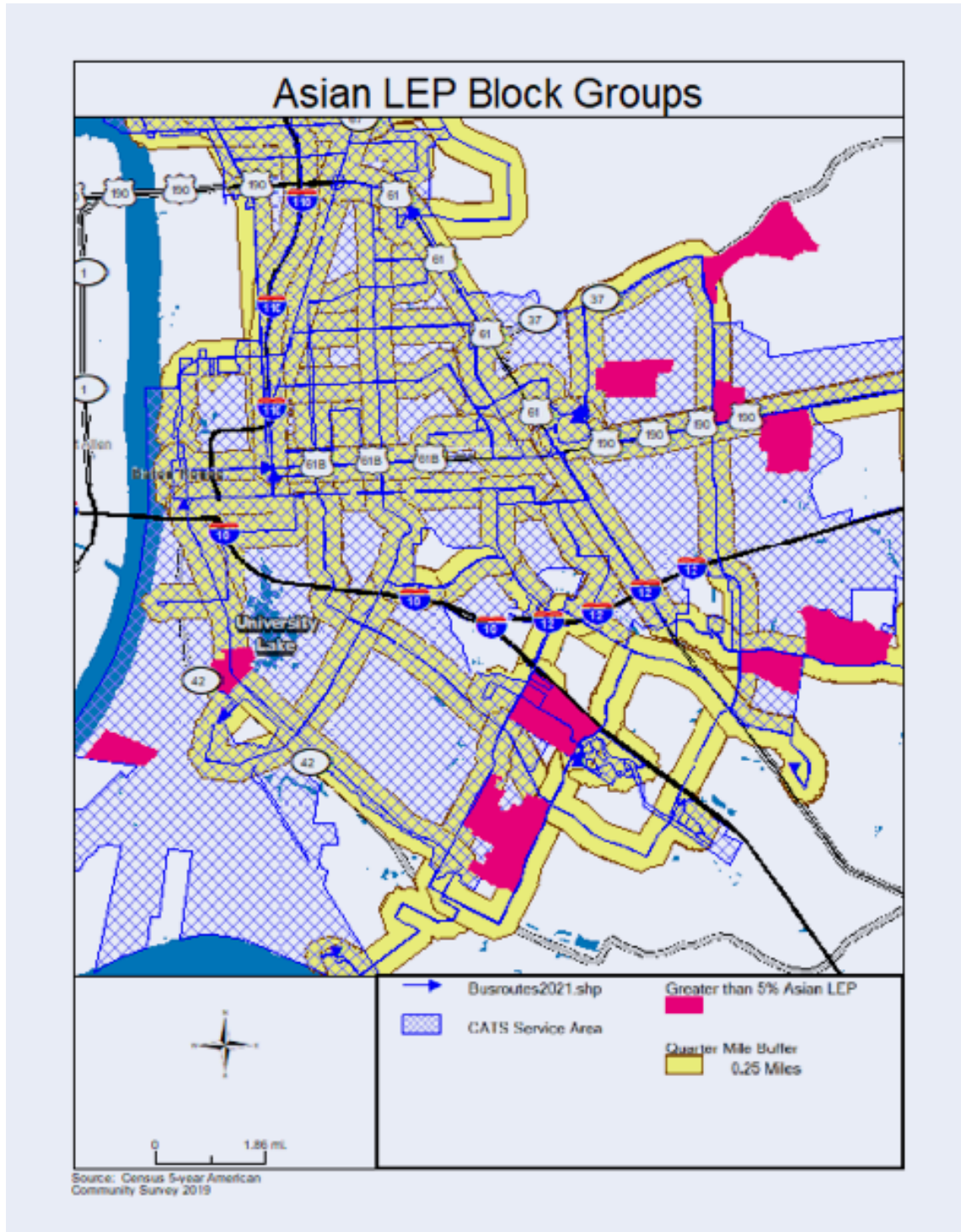


Figure 2: Asian LEP Block Groups



2. The frequency with which LEP persons encounter CATS programs, activities, or services. CATS reviewed the frequency with which staff has contact with LEP persons. This includes reviewing phone inquiries. Historically, LEP contacts have been relatively rare. In the review of phone inquiries in the CATS Customer Care Department, there have been approximately 575 calls received by the Customer Care Department between May and October 2019. Customer Care representatives maintain a record of callers that request language assistance or have difficulty communicating in English. In the last six months, there were four documented requests for language assistance. Also, a review of the CATS website analytics for language assistance requests indicated that 0.05% of website visitors requested language assistance since 2017.
3. The nature and importance of programs, activities, or services provided by CATS to the LEP population. Active participation of all community groups is vital for the success of public transportation. CATS provides a range of essential transportation options to the community through its fixed-route and paratransit services. Riders use CATS services for their multiple travel needs within the community, including trips to work, school, job interviews, grocery stores, and retail shops, medical offices, community service agencies, and more. An example of how CATS facilitates this is that all public schedules are available in Spanish and Vietnamese.
4. The resources available to CATS and overall cost to provide LEP assistance. CATS reviewed its available resources that could be used for providing LEP assistance, which of its documents would be the most valuable to be translated if the need should arise and evaluated resources that could be used for outreach and translation efforts. Based on the four-factor analysis, CATS developed its LAP as outlined in the following sections.

C. Language Assistance Program

A person who does not speak English as their primary language and has a limited ability to read, write, speak or understand English may be an LEP person and may be entitled to language assistance with respect to CATS' programs and activities. Language assistance can include interpretation, which means an oral or spoken transfer of a message from one language into another language, and/or translation, which means the written transfer of a message from one language into another language. CATS will determine when interpretation and/or translation are needed and are reasonable.

How the CATS staff may identify an LEP person who needs language assistance is outlined below:

- Examine records to see if requests for language assistance have been received in the past, either at meetings or over the phone, to determine whether language assistance might be needed at future events.
- When CATS sponsors an event, staff will personally greet participants as they arrive. By informally engaging participants in a conversation, it is possible to gauge each attendee's ability to speak and understand English.
- Have Census Bureau Language Identification Flashcards ("I Speak Cards") available at CATS events near the registration table. Individuals self-identifying as persons not proficient in English may not be accommodated with translation assistance at the event, but it will assist the sponsoring agency in identifying language assistance needs for future events.

- Have Census Bureau Language Identification Flashcards (“I Speak Cards”) available for bus operators and customer service desk staff to assist them with identifying language assistance needs.
- Network with local community service centers that provide services to LEP individuals and seek opportunities to provide information on transit services.
- Vehicle operators and other front-line staff, including bus operators, supervisors, customer service representatives, clerical staff, and dispatchers, will be informally surveyed periodically on their experience concerning any contacts with LEP persons during the previous year.

Language Assistance

CATS strives to offer the following language assistance measures to LEP individuals, that is, persons who speak English “not well” or “not at all:”

- All CATS public schedules are translated and available upon request in both Spanish and Vietnamese.
- The CATS Title VI Policy and CATS staff will take reasonable steps to provide the opportunity for meaningful access to LEP clients who have difficulty communicating in English.
- If a client asks for language assistance and CATS determines that a client is an LEP person and that language assistance is necessary to provide meaningful access, reasonable efforts will be made to provide free language assistance. If reasonably possible, CATS will provide language assistance in the LEP client’s preferred language. CATS has the discretion to determine whether language assistance is needed and the type of language assistance necessary to provide meaningful access.
- CATS will periodically assess client needs for language assistance based on requests for interpreters and/or translation and the literacy skills of the clients.
- When an interpreter is needed, in person or on the telephone, staff will attempt to determine what language is required and then attempt to access language assistance at one or more of the available resources identified under the section “Formal Interpreters” below.
- Consider the use of a computerized translation tool that can help translate the CATS website into any language in which LEP persons are fluent.
- Translation of any CATS policies is available upon request.

Safe Harbor Stipulation

Federal law provides a “Safe Harbor” stipulation so that recipients can ensure with greater certainty that they comply with their obligations to provide written translations in languages other than English. A “safe harbor” means that if a recipient provides written translations under certain circumstances, such action will be considered strong evidence of compliance with the recipient’s written-translation obligations under Title VI.

The failure to provide written translations under the circumstances does not mean there is noncompliance, but rather provides a guide for recipients that would like greater certainty of compliance than can be provided by a fact-

intensive, four-factor analysis. For example, even if a safe harbor is not used, if the written translation of a particular document(s) would be so burdensome as to defeat the legitimate objectives of its program, it is not necessary. Other ways of providing meaningful access, such as practical oral interpretation of certain vital documents, might be acceptable under such circumstances.

Strong evidence of compliance with the recipient's written-translation obligations under 'safe harbor' includes providing written translations of vital documents for each eligible LEP language group that constitutes 5% or 1,000, whichever is less, of the population of persons qualified to be served or likely to be affected or encountered. CATS' translation of other documents, if needed, can be provided orally.

This safe harbor provision applies to the translation of written documents only. It does not affect the requirement to provide meaningful access to LEP individuals through competent oral interpreters where oral language services are needed and are reasonable.

In the CATS' service area, the Spanish and Vietnamese language groups constitute the 5% or 1,000 persons of population threshold for which written translations of vital documents should be provided under the safe harbor standard.

CATS has determined that while the demographics of the CATS service area include some groups of limited English proficient individuals, there has been no report by CATS bus operators of language difficulty or requests from riders for alternative language translation.

Thus, CATS will translate vital documents such as public route schedules, the Title VI Complaint Forms, the Title VI reporting process, the LAP, and public notices of changes to transit service into Spanish and Vietnamese. CATS staff will utilize features such as Google Translate and multilingual staff from CATS to translate vital documents for eligible LEP language groups upon request. CATS will also proceed with oral interpretation options for compliance with LEP regulations.

Staff Training

The following training will be provided to CATS staff:

- Information on the Title VI policy and LEP responsibilities.
- Description of language assistance services offered to the public.
- Use of the Language Identification Flashcards.
- Documentation of language assistance requests.
- How to handle a potential Title VI/LEP complaint.
- Bus operators are trained to seek translation assistance from other passengers on board the bus when they are either unable to understand or communicate with an LEP person.

Information distributed to all CATS' staff.

CATS will incorporate the training video developed by the FTA on Title VI requirements into the Bus Operator Training Program as well as training of customer service staff. The video explains the language access requirement of Title VI and teaches our employees how to handle requests from LEP persons appropriately.

Additionally, CATS' Safety and Training Department will provide related LEP training to CATS employees, including information from quarterly Civil Rights workshops, training sessions for conducting complaint investigations according to federal guidelines, and streamlining the complaint investigative process. Employees will also receive training from the Safety and Training Department after any modifications to the LAP document or guidelines.

Translation of Documents

- In those cases where the need arises for LEP outreach, CATS will consider the following options:
- When CATS' staff prepares a document or schedules a meeting, the target audience is expected to include LEP individuals; documents, meeting notices, flyers, and agendas will be printed in an alternative language based on the known LEP population.
- Bus schedules, maps, fare/service change announcements, and other transit publications are available in an alternative language for the known LEP population.

Formal Interpreters

- When necessary and reasonable to provide meaningful access for LEP clients, CATS will provide qualified interpreters, if available. At essential stages requiring one-on-one contact, written translation and verbal interpretation services will be provided, consistent with languages identified as predominant for our CATS ridership.
- CATS may require a formal interpreter to certify to the following:
- The interpreter understood the matter communicated and rendered a competent interpretation.
- The interpreter will maintain private information. Non-public data will not be disclosed without written authorization from the client.
- Bilingual CATS employees, when available, can provide limited assistance to LEP clients as part of their regular job duties.

Informal Interpreters

- CATS staff will determine whether it is appropriate to rely on informal interpreters, depending upon the circumstances and subject matter of the communication. Informal interpreters may include family members, friends, legal guardians, service representatives, or advocates of the LEP client. However, informal interpreters, especially children, are not competent to provide quality and accurate interpretations in many circumstances. There may be issues of confidentiality, competency, or conflict of interest.
- An LEP person may use an informal interpreter of his or her choosing at their expense, either of or as a supplement to the free language assistance offered by CATS. If possible, CATS should accommodate an LEP client's request to use an informal interpreter in place of a formal interpreter.
- If an LEP client prefers an informal interpreter, the informal interpreter may interpret after CATS has offered free interpreter services.
- If an LEP client wants to use his or her informal interpreter, CATS reserves the right to have a formal interpreter present.

Monitoring

Monitoring and Updating the LAP - CATS will update the LAP as required by FTA. At a minimum, the plan will be reviewed and updated every three years, or if demographic information indicates that higher concentrations of LEP individuals are present in the CATS service area. Updates will include the following:

- The estimated number of documented LEP person contacts encountered annually
- How the needs of LEP persons have been addressed
- Determination of the current LEP population in the service area
- The determination as to whether the need for translation services has changed
- Determine whether local language assistance programs have been sufficient to meet the need
- Determine whether the transit system's financial resources are sufficient to fund language assistance resources needed
- Determine whether CATS fully complies with the goals of this LAP
- Determine whether complaints have been received concerning the agency's failure to meet the needs of LEP individuals

Dissemination of the CATS Language Assistance Program

- A link to the CATS LAP and the Title VI Plan will be included on the CATS website www.brcats.com/title-vi
- Any person or agency with internet access will access and download the plan from the CATS website. Alternatively, any person or agency may request a copy of the plan via telephone, fax, mail, or in-person and shall be provided a copy of the plan at no cost. LEP individuals may request copies of the plan in translation, which CATS will provide, if feasible.
- Questions or comments regarding the LAP may be submitted to the Title VI Compliance Manager, Capital Area Transit System, 2250 Florida Avenue, Baton Rouge, LA 70802, phone number (225) 346-5548.



APPENDIX F: Public Participation Plan

Public Participation Plan Capital Area Transit Authority

Final
September 2022

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Purpose

The Purpose of this public participation plan (PPP) is to detail how CATS will deliver information, services, and programs that reflect the community's values and benefit all community areas. CATS recognizes the necessity of involving the public in the planning and implementation of transit services.

CATS' public engagement strategies are designed to provide the public with access to information about the agency's services and provide a variety of efficient and convenient methods for receiving and considering public comments before implementing service changes. CATS also recognizes the importance of many types of stakeholders in the decision-making process. These include other units of government, metropolitan area agencies, community-based organizations, significant employers, passengers, and the general public, including low-income, minority, LEP, and other traditionally underserved communities.

According to FTA Title VI regulatory guidance, the recipients and sub-recipients should therefore seek out and consider the viewpoints of minority and low-income populations and individuals who do not speak English fluently in the course of conducting public outreach and involvement activities. (FTA Circular 4702.1B) Furthermore, the funding recipients and sub-recipients should offer early and continuous opportunities for the public to identify the social, economic, and environmental impacts of proposed transportation decisions.

This effort includes seeking out and considering the viewpoints of minority, low-income, and LEP populations (as well as older adults and people with limited mobility) while conducting public outreach activities, consistent with Federal Transit Administration (FTA) Circular 4702.1B.

CATS may modify its public participation methods over time based on the needs of its customers and the general public. Therefore, this plan is a living document that may be updated periodically to reflect community preferences, changing demographics, transit services, and needs identified from new communication and outreach methods.

When planning for public engagement, CATS will incorporate strategies intended to promote the involvement of minority and LEP individuals in public participation activities, as appropriate for the plan, project, or service in question, and consistent with federal Title VI regulations, Executive Order 13166 on Limited English Proficiency, and the U.S. Department of Transportation LEP Guidance.

Principles

The following principles are used to develop the Public Participation Plan for CATS projects and programs:

- CATS will determine what non-English languages and other barriers may exist to public participation within the service area.
- CATS will provide a general notification of meetings, particularly forums for public input, in a manner that is understandable to LEP populations in its service area.
- Public meetings will be held in locations that are accessible to transit riders and people

with disabilities and will be scheduled at times convenient for the members of the general public.

- Public meetings and hearings will be advertised in the community where non- English languages have been identified in the updated LEP Plan. Through printed materials (e.g., interior cards, flyers, and/or comment cards) describing the proposed changes or other critical system information on-board buses, at major transit stops, local print media, and the CATS website.
- CATS will provide notification regarding the availability of language assistance at public meetings as described in the LAP.

Goals

CATS recognizes the importance of involving the public in planning and implementing transportation projects and services. Moreover, the agency believes firmly that consistent communication with riders, businesses, and visitors, alike is key to the success of CATS planning and project development efforts. Therefore, the goals of the CATS PPP are to promote meaningful opportunities for the community, including low-income, minority, and LEP populations, to be involved in the potential impacts of proposed transportation decisions by CATS. To that end, CATS has developed four goals for public participation:

- **Awareness:** Increase awareness of transportation projects in East Baton Rouge Parish and within the transit service area in the capital region.
- **Education and Outreach:** To educate the public, raise awareness, and allow public input in the CATS transportation planning process through social media, printed materials, and other engagement methods.
- **Participation:** To provide ample opportunity for stakeholders and the general public to participate in the planning process and provide feedback on draft documents, policies, and services.
- **Partnerships:** To foster more significant partnerships with local public agencies, social service organizations, and other community groups throughout

CATS' staff will utilize the following considerations developed as part of the efforts to evaluate the racial equity implications of critical decisions:

- Have various ethnic communities/people of color been informed, meaningfully involved, and authentically represented in these processes/decisions?
- How has this been done?
- How has the feedback been considered and incorporated?
- Is there a group that benefits more than another because of this process/decision?
- What could be one unintended consequence of this process/decision for ethnic communities/communities of color?
- What action will be implemented to advance equity in this process/decision?

Methods of Public Engagement

The PPP identifies a menu of available methods for providing information to CATS customers and the general public. While these communication methods are broadcast

widely, they are critical tools in reaching minority and LEP populations. Staff considers several factors when designing the public engagement process, such as the magnitude of the proposed change or decision, what level of influence public opinion has over the decision, and who will be impacted by the decision. Moreover, CATS incorporates strategies intended to promote the involvement of minority and LEP individuals in public participation activities, as appropriate for the plan, project, or service in question, and consistent with FTA Title VI regulations, Executive Order 13166 on Limited English Proficiency, and the U.S. Department of Transportation LEP Guidance. All communication methods are available for translation or interpretation upon request.

CATS communicates relevant information to customers and the general public through the following methods:

- **Public notices** – These are published in the daily newspaper of record, the Advocate, and posted on the CATS website.
- **CATS’ Social Media** – CATS’ Facebook page, Twitter, and Instagram, are monitored and used by staff to interact with riders and can be leveraged to push out information regarding service changes and opportunities for the public to participate in the CATS decision-making process. CATS’ Facebook page is used by staff to interact with riders and can be leveraged to push out information regarding service changes and opportunities for the public to participate in CATS’ decision-making process.
- **CATS’ Website** – CATS’ website, www.brcats.com, is one of the primary sources of information for CATS’ riders and the general public. Several tools are available on the site to communicate service changes and notify the public of opportunities to participate in CATS’ decision-making processes. These include “Recent News” that appears as short summaries on the home page and, when selected, can lead to longer news items amongst meeting agendas, minutes, and links to route maps, customer surveys. In addition, all route schedules and many documents are available in either Spanish or Vietnamese upon request and the website can be translated into both Spanish and Vietnamese.

- **E-mails to CATS Customers**– To date, all electronic notifications are sent out by a CATS’ mass e-mail subscription service. Customers can sign up on CATS’ website to receive e-mails from CATS. In addition, staff has the flexibility to target e-mail communications to subgroups of CATS ridership, such as interested members of the public about updates to project schedules, upcoming meetings or workshops, online surveys for feedback, and any other agency activities.



- **Rider Alerts** are small notices or pamphlets that fit in the existing schedule holders on the buses. These can be placed on all buses or be targeted to the routes and times that would be impacted by a change or other informational campaign.
- **Posters** at CATS Terminals: Printed sogms are posted around CATS’ terminal, including designated news bulletin areas within the waiting room and at the customer service window.

- **Mailers to partners:** These printed materials can be distributed via mail to CATS' partners. They can include letters to key staff at these locations and additional posters or other materials to post around their offices.
- **Paid ads** in local media: CATS can publish paid advertisements in the local newspaper of record, *The Advocate*, community newsletters, and local broadcast channels. In addition to paid advertisements can be translated into Spanish and Vietnamese upon request.
- **CATS Connects:** CATS Connects serves as an educational resource library that houses informational materials, branding assets, imagery and archived social graphics and news.
- **Customer Surveys** CATS conducts a Customer Satisfaction Survey to collect and analyze customer opinions regarding all aspects of service, update CATS customer profiles and travel patterns, and compare benchmark scores with similar transit agencies. The latest survey was administered on-board all fixed-route CATS services in the Spring of 2021. CATS is administering a survey of the paratransit riders that will begin soon and is intended to be conducted each year.
- **Press releases** – Press releases aim to generate news coverage of CATS' events, changes, public meetings, etc. They are distributed via e-mail to CATS' communications contact list and posted on the News section of CATS' website
- **Public Meetings** – The backbone of CATS' public participation efforts. Public meetings are held monthly and are open to the public. There, discussions between interested parties, often including riders, can provide feedback on CATS' activities. It is a question-and-answer format and an open dialogue with a member of the CATS staff to make sure comments stay focused on the proposed change and that everyone has a chance to ask questions. Federal regulations and comments do NOT require a public meeting and do not go into the public record.
- **Public Hearings** - A public hearing is required by federal or state regulations where comments from the public go into the public record. A public hearing is governed by rules concerning who speaks when and for how long and is overseen by a CATS official. A public hearing is NOT a question-and-answer format.
- **Community Events** – CATS staff make sure that informational tables are at community events and CATS Terminals, where customers can find shared information about changes to service, new initiatives, or community resources. CATS also found that having technical staff available at outreach events in addition to customer service and communications staff can allow for more detailed conversations with customers and members of the public.
- **CATS' Board Meetings** - The Board of Commissioners meet on the third Tuesday of each month at 4:30 p.m. at either two locations: the CATS administrative building (350 N. Donmoor St, Baton Rouge, LA 70802) or the BREC Recreation & Park Commission (3140 N Sherwood Forest Drive, Baton Rouge, LA 70814). These meetings are open to the public and include an opportunity for the public to comment on any item relating to transit. In addition, there will be cards for members of the public to complete (this applies to everyone wishing to speak at the board meetings, except the board members themselves; all employees wishing to speak must complete the cards as well).
- **Public Comments** – CATS is always open to and accepting of public comments, regardless of whether they were given as part of an organized effort. Formal public

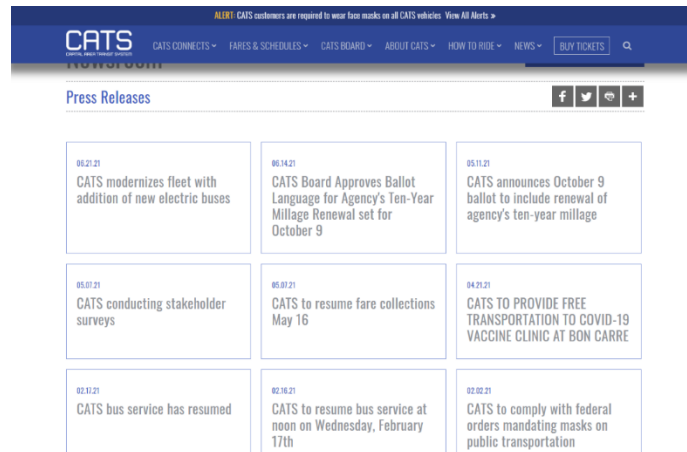
comment periods solicit comments on major public involvement efforts around an agency service or system change. Comments from comment cards are valuable for open-ended discussions. In addition, open-ended questionnaires are distributed in printed form and digital form.

Comments are accepted anytime by the following methods. In addition, special projects may have a public outreach period where one can comment on that specific project.

- Share comments by phone at (225)389-8282,
- E-mail comments at catscustomerservice@brcats.com
- Post comments on CATS' Facebook page or Twitter page @BTRCATS
- Mail comments to CATS at 2250 Florida Blvd. Baton Rouge, LA 70802
- Share comments in person by attending a public meeting

Public Outreach (January 2021 to August 2022)

- Board meetings were held monthly to give updates on administrative matters and act on plans, contracts, updates to policies, and financial statements.
- Numerous public meetings were held to receive public input on changes in routes and schedules
- During the fall of 2016 to the fall of 2020, route adjustments and service changes were made in order to maintain route efficiency and improve service to the system.
- CATS created and distributed Customer Surveys to gather updated transit trip information and behavioral data from CATS' riders in the spring of 2021. These efforts help the agency know the needs of the riders.
- The BRT Project conducted two public meetings in May of 2022.
- The Comprehensive Operational Analysis conducted eight meetings in the month of February 2022.
- CATS Staff attended many community events that included 8 events in the month of August 2022.
- CATS Staff set up a table at the main terminal with all Title VI policies available for comment on 8-26-2022 and 8-31-2022 and received a total of 23 comments on general concerns that were forwarded to the appropriate department and added an additional 32 riders that signed up for the rider alert email list. There were no comments concerning the policies.
- In addition, CATS staff posted on social media several times with a link to the new policies and allowed for comment for 10 days. No responses were received.



COVID-19 Meeting Accommodations (March 2020)

During normal circumstances, meeting times and convenient locations for target audiences are crucial to providing meaningful opportunities for public participation. However, due to the pandemic, alternative methods of public involvement have taken place.

In accord with Act No. 302, meetings held beginning June 2020 to December 2021 were held virtually to reduce and limit the spread of COVID-19 in Louisiana and preserve the health and safety of all public members; the Governor declared the COVID-19 Public Health Emergency. In addition, he ordered that it is necessary to limit public gatherings in a single place at the same time to avoid individuals being close to one another.

As a result of the public health emergency, the limitations imposed on public gatherings and personal interactions, and the risks associated with the participation of members in a physical meeting of the Board of Commissioners for Capital Area Transit System and Public Transportation Commission as a result of this certifies that to protect the lives, property, health, safety, and welfare of the citizens of Louisiana, it is necessary to conduct the meeting for regular business via teleconference and/or online to assure the presence of a quorum of voting members.

Act No. 302 of the 2020 Regular Session of the Louisiana Legislature enacted La. R.S. 42:17.1, as subsequently amended by Act No. 43 of the 2020 Second Extraordinary Session, allows a public body to conduct business “via electronic means” if specific requirements are met.

Equity Considerations

CATS recognizes that minority and low-income populations have historically and systematically been excluded from participating in public decision-making. Moreover, due to persistent societal and cultural influences, it can be challenging to ensure diverse public participation in CATS’ decision-making, despite the concerted efforts described in this plan. CATS, therefore, recognizes the need to plan carefully to design inclusive outreach processes and build in critical steps to consider whether a public participation process and its outcomes are achieving the intended results.

Outcomes

The outcomes of public participation will be reported openly and transparently. The expectation is that, once community members have participated in a process, CATS owes it to them to say how their participation influenced the outcome. In addition, CATS should demonstrate that it explored the suggestions and recommendations of the public and considered that as part of the process.

Conclusion

This PPP must, first and foremost, demonstrate how CATS is accountable to the public. The strategic approach, goals, and guiding principles CATS has established are intended to foster public participation by providing early, continuous, and meaningful public engagement processes for its stakeholders regardless of race, color, or national origin, including populations and individuals who may be underserved because of limited English

proficiency (LEP), minority or socioeconomic status, or disability. The methods and techniques employed by CATS help increase public participation rates, particularly among those individuals and populations that are often overlooked or underrepresented.

While the methods and techniques used during the public participation process may vary according to each circumstance, CATS will make every effort to achieve the standards it has set and design public outreach efforts to most effectively reach out to the diverse populations throughout the CATS service area. As a living document, the plan may evolve according to the demographic makeup of CATS' communities and their unique needs and CATS' evaluation of its public participation effectiveness.

CATS Staff set up a table at the main terminal with all Title VI policies available for comment on 8-26-2022 and 8-31-2022 and received a total of 23 comments on general concerns that were forwarded to the appropriate department and added an additional 32 riders that signed up for the rider alert email list. There were no comments concerning the policies.

In addition, CATS staff posted on social media several times with a link to the new policies and allowed for comment for 10 days. No responses were received.

APPENDIX G: MAJOR SERVICE CHANGE AND FARE CHANGE POLICIES FOR SERVICE EQUITY ANALYSES

Capital Area Transit System (CATS) Policy and Procedure for Major Service Changes and Fare Changes

Purpose of the Policy:

The Federal Transit Administration (FTA) Circular 4702.1 B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients" effective October 1, 2012) requires that all FTA recipients who operate 50 or more fixed route vehicles in peak service and serve a population of 200,000 or greater, evaluate any fare change or any major service change, during the planning and programming stages.

When planning fare changes or major services changes, CATS shall consider if any adverse effect would occur as a result of the fare change or major service change. CATS shall consider the degree of adverse effects (if any), analyze those effects, and discuss any necessary minimization and/or mitigation that need to be considered as a result of the proposed fare change or major service change.

The Fare Change and Major Service Change Policy defines thresholds for determining whether potential fare and major service changes will have an adverse effect based on possible:

Disparate impact(s) as determined by an analysis of race, color, or national origin within the service area; or

Disproportionate burden(s) as determined by an analysis of low-income populations within the service area.

Policy Statement:

It is the policy of CATS to solicit and consider public comment from riders, other citizens, and the Board of Commissioners before implementing fare changes and/or major service change. To this end, the CATS Board of Commissioners has adopted the following citizen participation related public hearing policies and procedures.

Fare Changes:

A public hearing must be held if there is any fare change to any of the public transportation modes (Fixed Route, CATS on Demand, or LYNX by CATS). For changes to existing transit fares, the FTA requires all transit providers to conduct a Fare Equity Analysis for all proposed fare changes.

Major Service Changes:

A public hearing must be held if there is any major service change to any of the public transportation modes (Fixed Route, CATS on Demand or LYNX by CATS).

For all major service changes, the FTA requires all transit providers to develop guidelines and thresholds for what it considers a "major" service change. For major service changes, the FTA requires CATS to conduct a Service Equity Analysis, which includes an analysis of adverse effects relating to possible disparate impacts and disproportionate burdens. It is the CATS policy to conduct a Service Equity Analysis for any proposed major service changes.

The following is considered a major service change (unless otherwise noted under “Exemptions”) and will be evaluated in accordance with the regulatory requirements set forth in FTA Circular 4702.1B.

An equity analysis is required for any major service change. A major service change is defined by the criteria below:

- When the route revenue miles on any individual route or combination of routes, increases or decreases by 25% or more when compared to the previous fiscal year.
- When the route revenue hours on any individual route or combination of routes increases or decreases by 25% or more when compared to the previous fiscal year.

Exemptions:

The major service change thresholds exclude any changes to service that are caused by the following:

- Initiation/Discontinuance of Temporary or Demonstration Services - The initiation or discontinuance of a temporary transit service or demonstration service that will be or has been in effect for less than six months.
- Initiation/Discontinuance of Promotional Fares - The initiation or discontinuance of any temporary promotional fares that will be or have been in effect for a maximum of six months.
- Natural or Catastrophic Disasters - Forces of nature such as earthquakes, flooding, wildfires, or other natural disasters, or human-caused catastrophic disasters that may force the suspension of transit service for public safety or technical events.
- Temporary Route Detours - A short-term change to a route caused by road construction, routine road maintenance, road closures, emergency road conditions, fiscal crisis, civil demonstrations, or any uncontrollable circumstance.
- When a segment of one route is moved to another route but the route miles or hours do not change by 25%.

Public Notice Requirements:

Prior to the implementation of any fare change or major service change that falls within the levels established above, a press release will be sent to major news outlets in Baton Rouge announcing where the public can find the details of the upcoming service change. A comment form will be available on the CATS website for at least 30 days prior to the board meeting and public hearing adopting the change. In addition, at least one public meeting will be held and notices of public hearing will be published at least fourteen (14) days prior to the hearing, and will comply with the CATS guidelines for Board of Commissioner meetings. The notices will contain the description of the contemplated fare change or major service change, as appropriate, and the time and place of the hearing. All comments collected during this 30 day period will be summarized and presented to the Board of Commissioners, and any modifications made due to these comments will be presented at the Board meeting by CATS staff. Any interested citizen may address the governing body related to the proposed fare change or major service change, within the normal parameters set for public comment at CATS Board of Commissioners meetings.

Applicability to Third-Party Contract Recipients:

Any agency, firm, or governmental jurisdiction, which operates public transit service within the CATS Service Area utilizing FTA funds provided through CATS, shall follow the above process to solicit and consider public comment prior to any fare change or major service change.

Definitions

Adverse Effects - CATS shall define and analyze adverse effects related to major changes in transit service. Adverse effects are measured by the change between the existing and proposed service levels that would be deemed significant. Changes in service that have an adverse effect and that may result in a disparate impact include reductions in service (e.g., elimination of route, short-lining a route, rerouting an existing route, an increase in headways). Elimination of a route will generally have a greater adverse impact than a change in headways. Additions to service may also result in disparate impacts, especially if they come at the expense of reductions in service on other routes.

Disparate Impact – Refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where CATS’ policy or practice lacks a substantial legitimate justification, and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.

Disproportionate Burden – Refers to a neutral policy or practice that disproportionately affects the low-income population more than non-low-income population. A finding of disproportionate burden requires CATS to evaluate alternatives and mitigate burdens where practicable.

Low-Income Person – Means a person whose median household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines.

Major Service Change – Means any service change from the previous fiscal year that would add or eliminate more than twenty-five percent (25%) of the revenue route miles, or revenue route hours on any individual route or combination of routes, if the combination does not affect or eliminate any bus stops.

Minority Population – Means any readily identifiable group of minority persons who live in geographic proximity and, if circumstances warrant, geographically dispersed/transient populations (such as migrant workers or Native Americans) who will be similarly affected by a proposed DOT program, policy, or activity.

Predominantly Minority Area - Means a geographic area, such as a neighborhood, Census tract, block or block group, or traffic analysis zone, where the proportion of minority persons residing in that area exceeds the average proportion of minority persons in the recipient’s service area.

Policies

Fare Change Policy

For changes to existing transit fares, the FTA requires all transit providers to conduct a fare equity analysis for all potential transit fare adjustments. It is CATS’ policy to conduct a Fare Equity Analysis for all proposed fare changes.

Major Service Change Policy

For all major service changes, the FTA requires all transit providers to develop guidelines and thresholds to define a “major” service change. For major service changes, the FTA requires CATS to conduct a Service Equity Analysis, which includes an analysis of adverse effects relating to possible disparate impacts and disproportionate burdens. It is CATS’ policy to conduct a Service Equity Analysis for any proposed major service changes.

Disparate Impact Policy

The purpose of the Disparate Impact Policy is to establish a threshold, which identifies when adverse effects of any fare change or major service change that is borne disproportionately by minority populations.

For the purpose of this policy, minority population means any readily identifiable group of minority persons who live in geographic proximity and in residential land use areas within Census Block Groups where the percentage of minority persons is higher than the CATS service area average.

A disparate impact occurs if a proposed fare or major service change requires a minority population to bear adverse effects by ten percent (10%) or more than the adverse effects borne by the non-minority population.

If CATS finds a potential disparate impact, the transit agency will take steps to avoid, minimize or mitigate impacts. Next, CATS must re-analyze the modified service plan to determine whether the impacts were avoided, minimized or mitigated. If CATS chooses not to alter the proposed changes, the transit agency may implement the fare or service change if there is substantial legitimate justification for the change and the transit agency can show that there are no alternatives that would have less of an impact on the minority population and would still accomplish the agency's legitimate program goals.

Disproportionate Burden Policy

The purpose of this policy is to establish a threshold, which identifies when adverse effects of any fare or major service change are borne disproportionately by low-income populations.

A disproportionate burden occurs if a proposed fare or major service change requires a low-income population to bear adverse effects by ten percent (10%) or more than the adverse effects borne by the non- low income population.

If CATS finds a potential disproportionate burden, the transit agency will take steps to avoid, minimize or mitigate impacts then re-analyze the modified service plan to determine whether the impacts were avoided, minimized or mitigated. If CATS chooses not to alter the proposed changes, the agency may implement the service or fare change if there is substantial legitimate justification for the change and the agency can show that there are no practical alternatives that would have less of an impact on the low-income population and would still accomplish the agency's legitimate program goals.

APPENDIX H: Minutes from September 20, 2022

Board of Commissioners Meeting



CATS August Board of Commissioners Meeting

Tuesday, September 20, 2022

4:30 pm

MINUTES

1. CALL TO ORDER

The regular meeting of the CATS Board of Commissioners Meeting was called to order at 4:30 pm by Vice President Linda Perkins.

2. ROLL CALL

Attendee Name	Title	Status
Dr. Peter Breaux	Member	Present
Carolyn Coleman	Member	Present
Kahli Cohran	President	Absent
Melissa DeGeneres	Treasurer	Present
Patrick Downs	Member	Present
Johnathan Hill	Member	Present
Linda Perkins	Vice-President	Present
Antoinette Pierre	Secretary	Present

3. APPROVAL OF MINUTES OF August 16, 2022, BOARD MEETING Ms. Linda Perkins
M/S/C (Pierre/Hill) to recommend the approval of the August 16, 2022, Monthly Board Meeting Minutes

RESULT: ACCEPTED – Approval of August 16, 2022, monthly board minutes
MOVER: Antoinette Pierre
SECONDER: Johnathan Hill
YEAS: Breaux, Coleman, DeGeneres, Downs, Hill, Perkins, Pierre
NAYS:
ABSTAIN:
ABSENT: Cohran

4. PRESIDENT’S ANNOUNCEMENTS: Mr. Kahli Cohran
 None

5. ADMINISTRATIVE MATTERS

Operations – James Payton
 Operators - 104 total operators, 98 active, 6 inactive.
 5 Cadets are in training and 2 of those are with line instructors

Culture of Accountability Training- for the month of August was on respect August 27th CATS provided transportation for the Fathers on a Mission organization for their 2022 employment and resource fair.

Mr. Payton provided an update on the monthly performance measures.

Planning and Program Development – Cheri Soileau

Plank-Nicholson Bus Rapid Transit

100% design for North Transit Center - submitted

ITB for construction-September

Notice to Proceed-January 2023

Working with City-Parish regarding permitting (for construction), Traffic Signal Prioritization

Lynx by CATS KPIs included

Ridership increasing

Fares-August 29, 2022

Areas of Persistent Poverty Grant (competitive)

WSP will be primary consultant for this project

Beginning preliminary work with WSP to lay out scope and schedule

Human Resources – Keith Cunningham

Implemented Improvements

Constructed enhancements to the existing onboarding and offboarding checklist to ensure a positive employee experience while maintaining compliance

Implemented internal controls to mitigate risk associated with missed pension deductions and delayed enrollment

Partnered with finance to establish a collaborate approach as it relates to system updates

Ongoing hiring initiatives

CEO – Dwana Williams

The CEO did not execute any contracts in August.

Capital Area Transit System and Local Union 1546 Amalgamated Transit Union Labor Agreement was signed on August 26, 2022.

APTA's Transform Conference will be in Seattle, Washington October 9 – 12, 2022.

Detian Chen presented the August financials and noted that the total current assets as of August 31, 2022, are current assets \$31,699,062. The total assets are \$57,338,479. The total current liabilities are \$13,955,676 and the total liabilities are \$15,543,742. The total net assets are \$44,794,738. The total liabilities and net assets are \$57,338,479

The total operating expenses for the month of August are \$2,978,842

The total CATS-generated operating revenues for the month as of August 31, 2022, are \$163,846. The total non-federal subsidies for the month are \$1,685,452 and the total federal subsidies are \$1,087,436.

The total operating revenues as of August 31, 2022, are \$2,936,735

The net operations balance for the month as of August 31, 2022, is a deficit of (\$271,258).

6. COMMITTEE REPORTS AND ANY ACTION THEREON

1. Finance and Executive: Mr. Kahli Cohran

Mr. Cohran noted the minutes are in the packet

2. Technical, Policies and Practices: Dr. Peter Breaux

Noted the committee did not meet.

3. Audit:

Noted the committee did not meet.

4. Planning: Mr. Downs.

Noted the committee did not meet.

5. Community Relations: Ms. Linda Perkins

Ms. Perkins noted the committee did meet on and the minutes for August 14, 2022.

Action Items

7. **APPROVAL** of the Bridgestone of America Tire Lease **M/S/C (Downs/ DeGeneres)** to recommend the approval of the Bridgestone of America Tire Lease.

RESULT: ACCEPTED – Approval of Bridgestone of America Tire Lease
MOVER: Patrick Downs
SECONDER: Melissa DeGeneres
YEAS: Breaux, Coleman, DeGeneres, Downs, Hill, Perkins, Pierre
NAYS:
ABSTAIN:
ABSENT: Cohran

8. **APPROVAL** of the Title VI Plan **M/S/C (DeGeneres /Hill)** to recommend the approval of the Title VI Plan

RESULT: ACCEPTED – Approval of the Title VI Plan
MOVER: Melissas DeGeneres
SECONDER: Jonathan Hill
YEAS: Breaux, Coleman, DeGeneres, Downs, Hill, Perkins, Pierre
NAYS:
ABSTAIN:
ABSENT: Cohran

9. **APPROVAL** of the RockIt Science Contract

M/S/C (DeGeneres /Hill) to recommend approval of the RockIt Science Contract

RESULT: ACCEPTED – Approval of the RockIt Science Contract.
MOVER: Melissa DeGeneres
SECONDER: Patrick Downs
YEAS: Breaux, Coleman, DeGeneres, Downs, Hill, Perkins, Pierre
NAYS:
ABSTAIN:
ABSENT: Cohran

10. **APPROVAL** of the authorization to add Theodore Richards as signatory on behalf of CATS for all Whitney/Hancock Bank accounts and to remove William Deville and John Cutrone as a signatory and recommend authorization for the CEO to execute all documents required by Whitney/Hancock Bank to effectuate these changes.
M/S/C (Hill/DeGeneres) to recommend the authorization of bank signatory changes.

RESULT: ACCEPTED – Approval of the authorization of bank signatory changes.
MOVER: Johnathan Hill
SECONDER: Melissa DeGeneres
YEAS: Breaux, Coleman, DeGeneres, Downs, Hill, Perkins, Pierre
NAYS:
ABSTAIN:
ABSENT: Cohran

APPROVAL to enter into executive session to discuss agenda item XI.
M/S/C (Pierre/ DeGeneres) to recommend entering into executive sessions to discuss agenda item XI.

RESULT: ACCEPTED – Approval of executive session started at 5:20 pm
MOVER: Antoinette Pierre
SECONDER: Melissa DeGeneres
YEAS: Breaux, Coleman, DeGeneres, Downs, Hill, Perkins, Pierre
NAYS:
ABSTAIN:
ABSENT: Cohran

APPROVAL to end executive session
M/S/C (Downs/ Pierre) to recommend ending executive session

RESULT: ACCEPTED – Approval of to end executive session at 5:45 pm
MOVER: Patrick Downs
SECONDER: Antoinette Pierre
YEAS: Breaux, Coleman, DeGeneres, Downs, Hill, Perkins, Pierre
NAYS:
ABSTAIN:
ABSENT: Cohran

11. **APPROVAL** of the authorization to accept the payment of a judgment rendered by the Middle District of Louisiana, Honorable R. Bourgeois in the amount of \$24,564.08 in the matter of Carver v. CATS. This matter came before the agency under the direction of then CEO Bill Deville and not the current administration. This matter was handled by outside counsel and was recently brought to the agency's attention as a judgment granted by the courts.

M/S/C (Hill, Coleman) to recommend the acceptance of the judgement.

RESULT: ACCEPTED – Approval of the authorization to enter into an amended legal services contract with Breazeale, Sachse & Wilson, LLP.

MOVER: Johnathan Hill

SECONDER: Carolyn Coleman

YEAS: Breaux, Coleman, DeGeneres, Downs, Hill, Perkins, Pierre

NAYS:

ABSTAIN:

ABSENT: Cohran

12. **APPROVAL** of the authorization to allow legal counsel to seek out recouping funds from the suit without litigation.

M/S/C (Coleman, DeGeneres) to recommend the authorization to allow legal counsel to seek out recouping funds from the suit without litigation.

RESULT: ACCEPTED – Approval of the authorization of legal counsel recouping funds.

MOVER: Carolyn Coleman

SECONDER: Melissa DeGeneres

YEAS: Breaux, Coleman, DeGeneres, Downs, Hill, Perkins, Pierre

NAYS:

ABSTAIN:

ABSENT: Cohran

13. Adjournment

M/S/C (Pierre, Coleman)