WELCOME

PLANK-NICHOLSON BUS RAPID TRANSIT PUBLIC OPEN HOUSE

AT THE MEETING:

- Review project displays
- Talk with project staff and ask questions
- Provide your thoughts and comments

CITY OF BATON ROUGE
PARISH OF EAST BATON ROUGE

CATS
CAPITAL AREA TRANSIT SYSTEM
Connecting you to what matters.

EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY

What is Bus Rapid Transit?

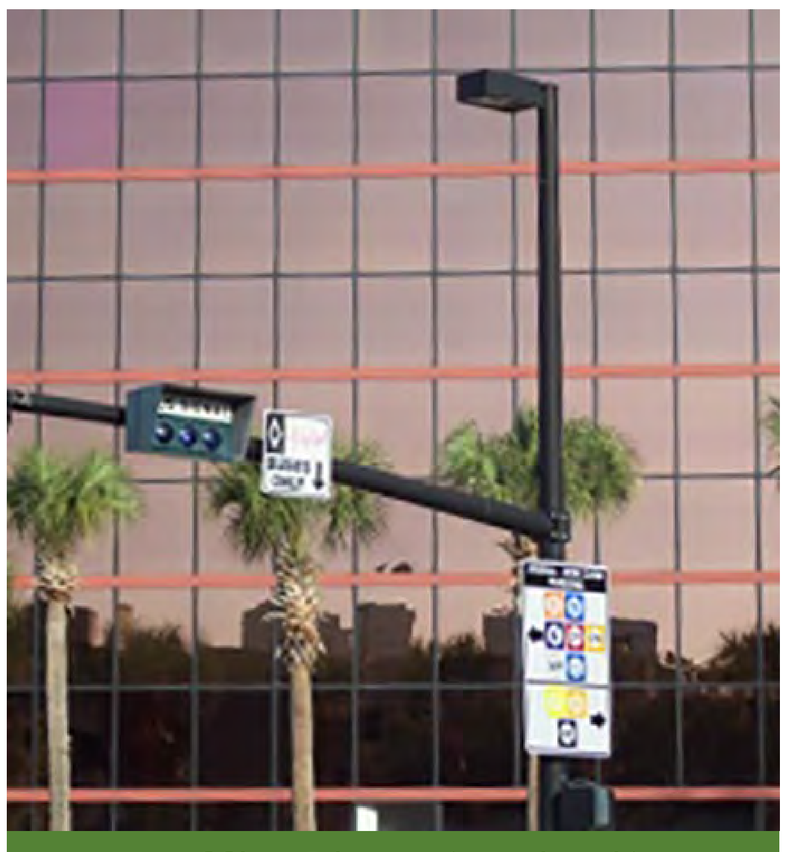
Bus Rapid Transit (BRT) is a high-quality and cost effective bus-based transit system that delivers fast, reliable and efficient service with:

- Unique branding
- Specialized vehicles
- Transit guideways
- Traffic signal priority
- Enhanced stations
- Pre-boarding fare collection
- Level boarding platforms
- More frequent service
- Fewer stops
- Displays and signage

Specialized Vehicles

Level Boarding Platform

Guideway and Station



Traffic Signal Priority

Fare Collection

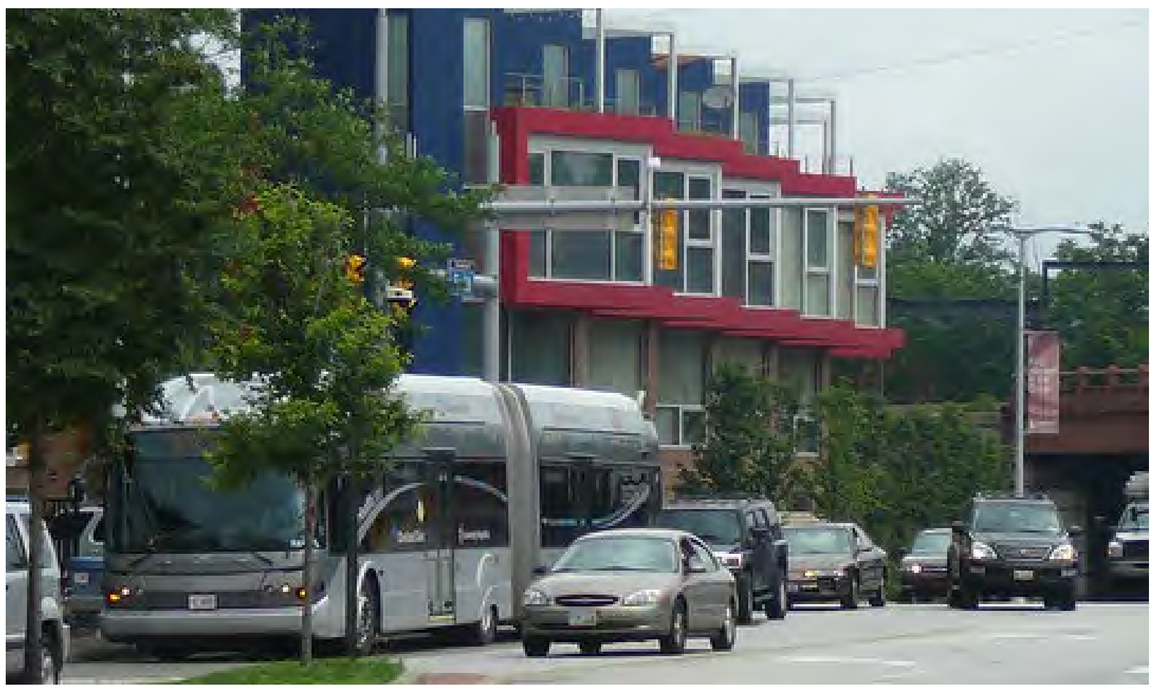
Why Bus Rapid Transit?

BRT is an increasingly popular approach to deliver enhanced public transportation services to improve mobility, increase transit ridership, reduce congestion and support economic development.

- BRT has been proven to increase transit use with improved service frequencies, travel time and reliability

- BRT plays a vital role in a healthy, multimodal system that connects people to jobs, and businesses to their customers

- BRT supports and sparks millions of dollars in economic development and has led to transit oriented development in underdeveloped communities



How will BRT integrate with regular bus service?

BRT is an enhancement, not a replacement to the existing transit system. BRT will be designed and operated to fully integrate into the CATS transit network to provide a better transit experience. The existing local bus routes will remain in place including Route 41 along Plank Road.

BRT in Other Cities

BRT is operating successfully in hundreds of cities worldwide, including 30 systems in the United States. Dozens more are being constructed across the country.

ART/BRT "*LITE*"

Enhanced Stations, Upgraded Technology, Increased Frequency

- Tulsa Aero
- Omaha ORBT
- Kansas City MAX
- Cincinnati Metro Plus
- San Antonio Primo

PREMIUM BRT

Dedicated or Grade-Separated Runningway, Level Boarding, Off-Board Fare Collection, Upgraded Vehicle and station Technology, System Branding

- Grand Rapids Silverline
- Richmond Pulse

- San Bernardino SBX
- Eugene EmX
- El Paso BRIO
- Albuquerque ART

- Cleveland HealthLine
- CTfastrak
- Minneapolis Orange Line
- LA Metro Orange Line

Peoria Avenue Aero

Location
- Tulsa, Oklahoma

Agency
- Metropolitan Tulsa Transit Authority

Revenue Operations
- 2019

Corridor Length
- 18 Miles, 24 Stations

Capital Cost
- $20M

BRT Characteristics
- Mixed Traffic
- Level Boarding
- Traffic Signal Priority
- Real-Time Arrival Signage
- Station WiFi
- Signature Brand
- BRT-Style Vehicles
- Custom Station Architecture
- Bike/Ped Accommodations

Prospect Avenue MAX

Location
- Kansas City, Missouri

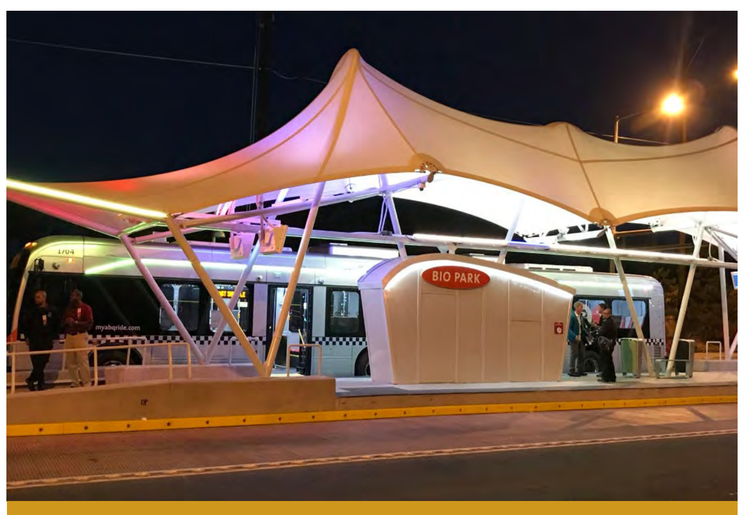
Agency
- Kansas City Area Transportation Authority

Revenue Operations
- 2019

Corridor Length
- 10 Miles, 26 Stations

Capital Cost
- $56M

BRT Characteristics
- Mixed Traffic with Bus Lane
- Level Boarding
- Off-Board Fare Collection
- Traffic Signal Priority
- Real-Time Arrival Signage
- Station WiFi and Kiosks
- Signature Brand
- BRT-Style CNG Vehicles
- Custom Station Architecture
- Bike/Ped Accommodations
- Mobility Hubs



Albuquerque Rapid Transit

Location
- Albuquerque, New Mexico

Agency
- Albuquerque Transit Department

Revenue Operations
- 2017

Corridor Length
- 8.8 Miles, 18 Stations

Capital Cost
- $134M

BRT Characteristics
- Dedicated Lanes
- Level Boarding
- Off-Board Fare Collection
- All-Door Boarding
- Traffic Signal Priority
- Real-Time Arrival Signage
- Station WiFi
- Signature Brand
- BRT-Style Electric Vehicles
- Custom Station Architecture
- Bike/Ped Accommodations

Plank-Nicholson BRT Vision and Goals

VISION

Provide a premium Bus Rapid Transit (BRT) system that conveniently and efficiently links the north and south side of Baton Rouge with the central business district.

GOALS

Provide a new modern, efficient and reliable transit option that increases the attractiveness and utilization of transit riders.

Address the transportation needs of residents and workers by improving mobility between neighborhoods, employment centers, and major destinations.

Enhance multimodal connections by integrating BRT with the existing and planned transit system, bicycle facilities, pedestrian network and planned passenger rail system.

Support neighborhood revitalization and economic development by leveraging the Plank Road Corridor Master Plan, downtown investments, and Nicholson Drive growth to drive transit oriented development.

Increase pedestrian activity and calm traffic to provide safer street conditions that generate transit ridership, improve aesthetics and support small business activity.

"One of the most promising components of the project is the idea of connecting one of CATS' largest riderships (along Plank Road) to thriving areas of the city – downtown and LSU – that offer employment."

Christopher Tyson, President & CEO, East Baton Rouge Redevelopment Authority

Plank-Nicholson BRT Study

PURPOSE

Evaluate the feasibility of implementing a 10-mile BRT corridor that links north and south Baton Rouge with the central business district.

TASKS

- Redefine TramLinkBR into a more cost-effective transit project that serves north and south Baton Rouge
- Identify preferred route and station locations
- Conduct preliminary operations planning and transit system integration
- Conduct public and stakeholder involvement
- Prepare for federal grant process

Plank Road at Winbourne Avenue

Nicholson Drive at McKinley Street

SCHEDULE

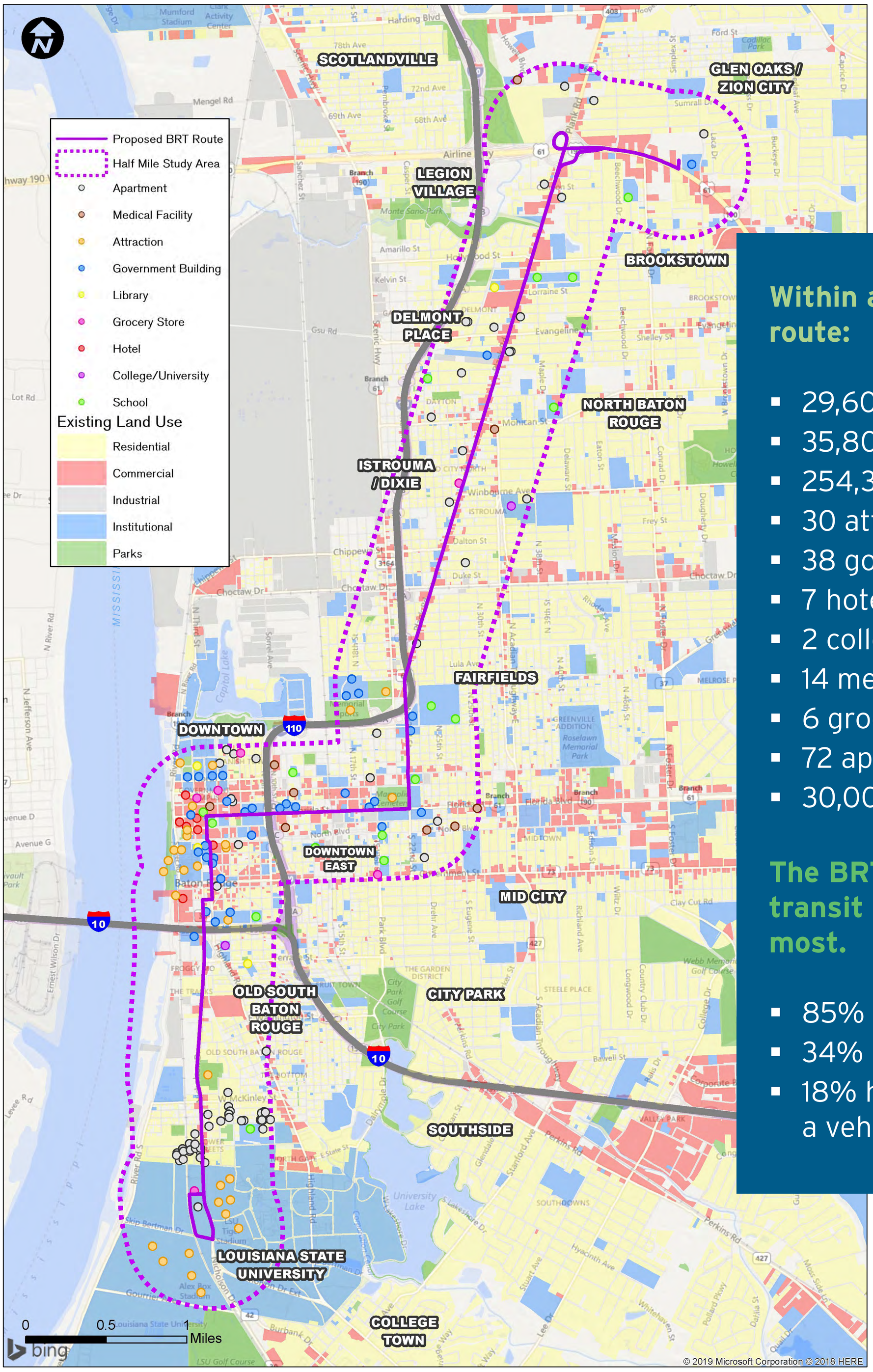
Task/Date	Oct'18	Nov'18	Dec'18	Jan'19	Feb'19
Data Collection					
Route Analysis					
Local Approval Process					Metro Council/ CATS Board
Public Involvement		Stakeholder Meetings		Public Meetings	

Sponsors

The study is a local initiative led the City of Baton Rouge-Parish of East Baton Rouge, Capital Area Transit System (CATS) and the East Baton Rouge Redevelopment Authority.

Who Will Use BRT?

The BRT route is along two of CATS highest ridership corridors (Florida Street and Plank Road) and will serve a high concentration of residents, businesses, students and cultural and entertainment destinations.



Within a half-mile of the route:

- 29,600 residents
- 35,800 employees
- 254,300 annual transit rides
- 30 attractions
- 38 government buildings
- 7 hotels
- 2 colleges and universities
- 14 medical facilities
- 6 grocery stores
- 72 apartment buildings
- 30,000 LSU students

The BRT route will improve transit for those who need it most.

- 85% minority residents
- 34% persons in poverty
- 18% households without a vehicle

Plank-Nicholson BRT Corridor

The BRT will run in a mixed-traffic lane and connect north and south Baton Rouge neighborhoods and business districts with downtown.

Route

- Plank Road
- 22nd Street and Florida Street
- Nicholson Drive

Termini

- North: Urgent Care clinic and CATS future North Transfer Center
- South: LSU campus

Stations

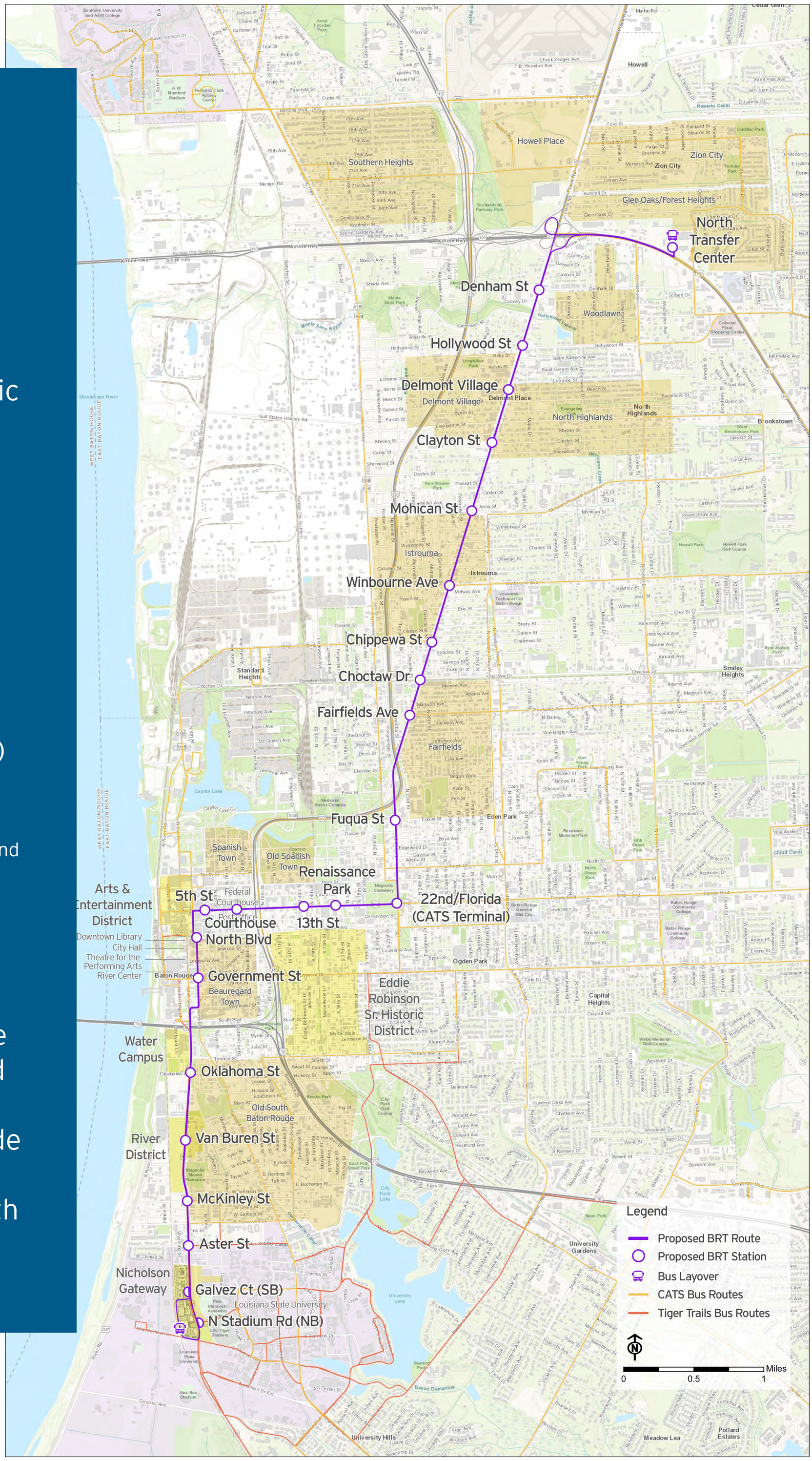
- Stops about every four blocks

Local service

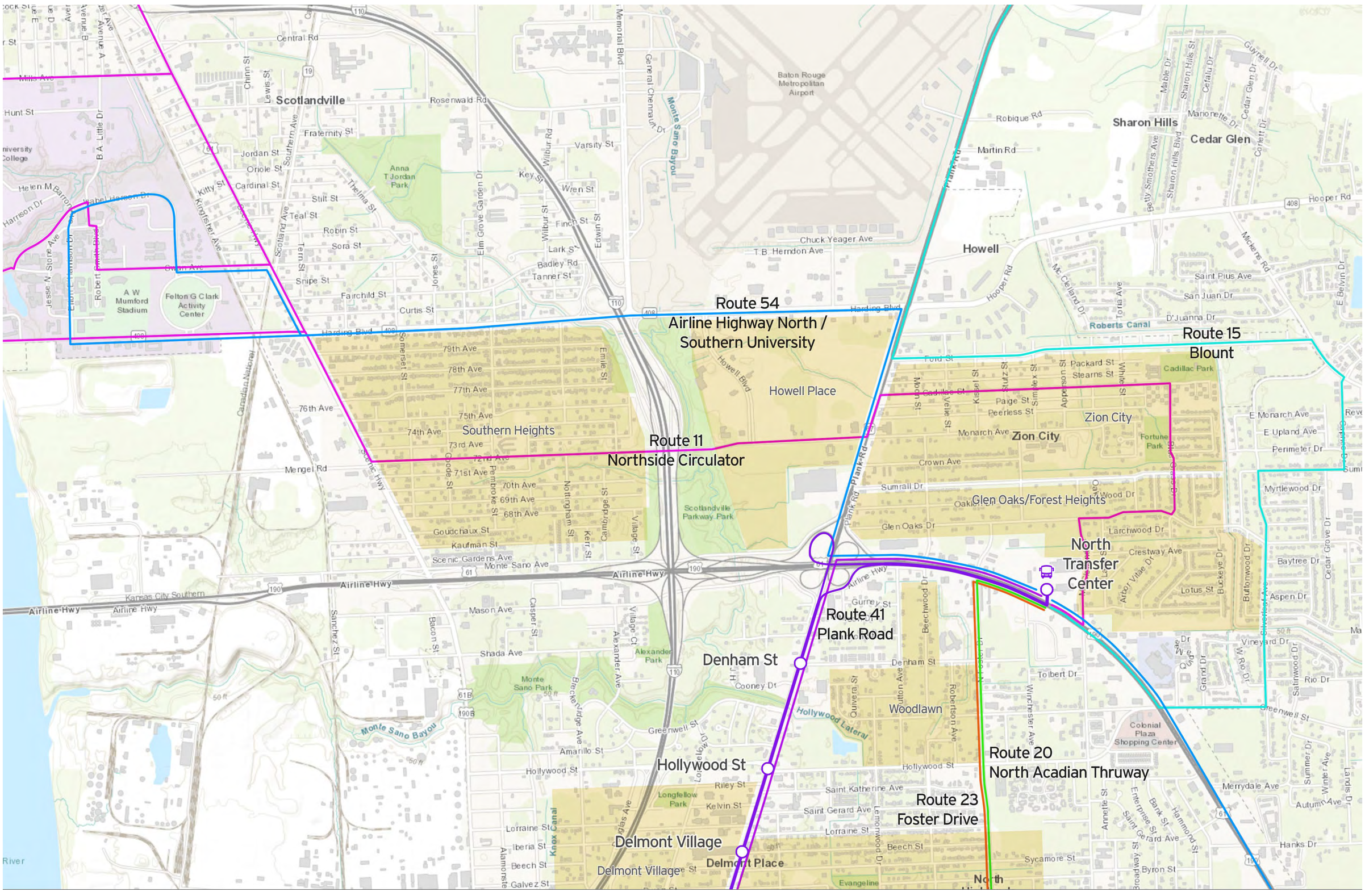
- Local service (Route 41) will be maintained on Plank Road
- Connects with CATS 22nd Street transit hub

Service levels

- Operating plan under evaluation to determine service frequencies and hours of operation.
- Similar BRT lines provide 10-minute frequency during peak periods with 30-minute off-peak service.



North Connections



North Transfer Center (future)

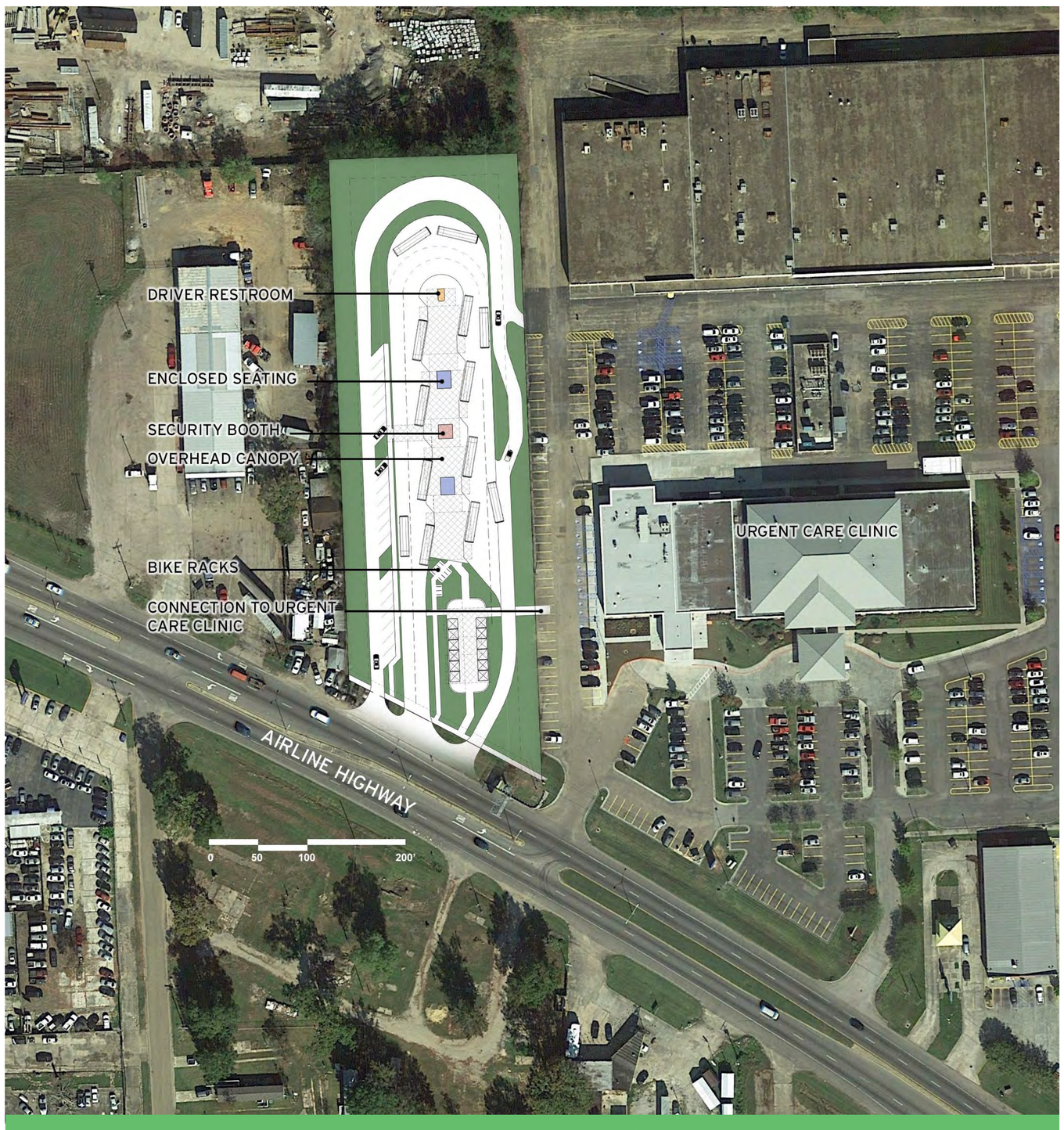
The North Transfer Center will accommodate a number of transit routes and provide premium amenities, waiting areas, and park-and-ride facilities next to the urgent care clinic.

Southern University

Efficient transfers between BRT and local routes serving Southern University will happen at the North Transfer Center.

Baton Rouge Airport

CATS is currently working with airport leadership to determine service options that could include new circulator routes or microtransit alternatives.



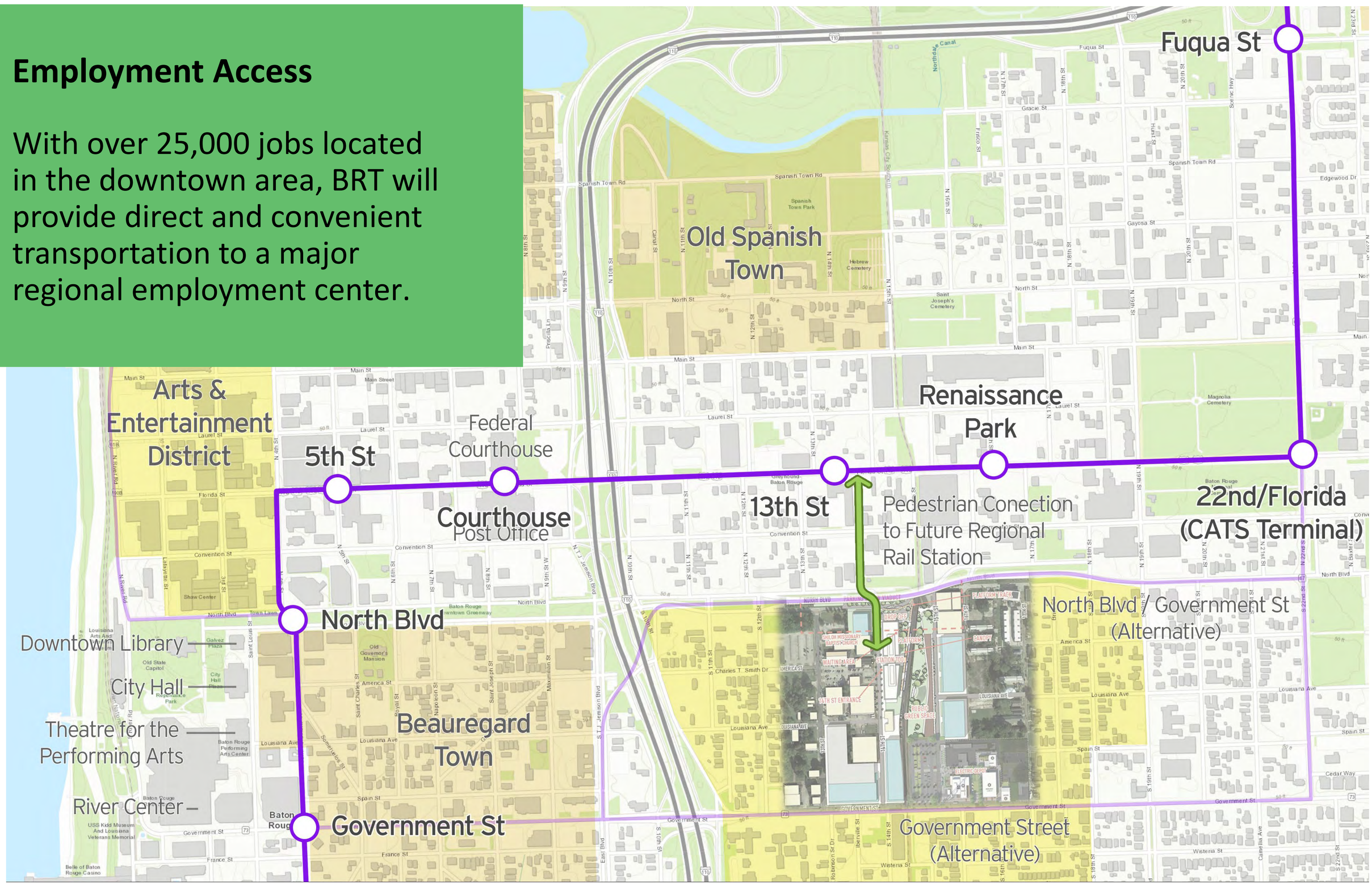
Future North Transfer Center

Central Corridor

Florida Street was selected for the central corridor due to the route's directness and proximity to employment centers and population density. Florida Street is also the highest ridership corridor in the CATS system.

Employment Access

With over 25,000 jobs located in the downtown area, BRT will provide direct and convenient transportation to a major regional employment center.



Central Corridor Route Alternatives

- **Choctaw Street** - From Plank Road to River Road to 4th Street
- **Florida Street** (preferred) – From 22nd Street to 4th Street
- **Government Street** – From 22nd Street to 4th Street
- **North Boulevard and Government Street** – from 22nd Street to near I-110, south to Government Street to 4th Street

Proposed Passenger Rail Station

The BRT stop at 13th and Florida will provide a proximate transfer connection to the proposed passenger rail station between North Boulevard and Government Street

South Connections

The BRT will provide new transit access to vibrant neighborhoods, emerging employment centers, redevelopment areas and LSU.

Water Campus

35-acre, $60M development with over 1.6 million square feet of labs, research facilities and commercial space that will eventually employ over 4,000 researchers and support staff.

Old South Baton Rouge

Historic neighborhood with access to multiple BRT transit stations along Nicholson Drive.

Nicholson Gateway

28-acre site recently opened to LSU students and area residents to provide housing, commercial, and parking options.

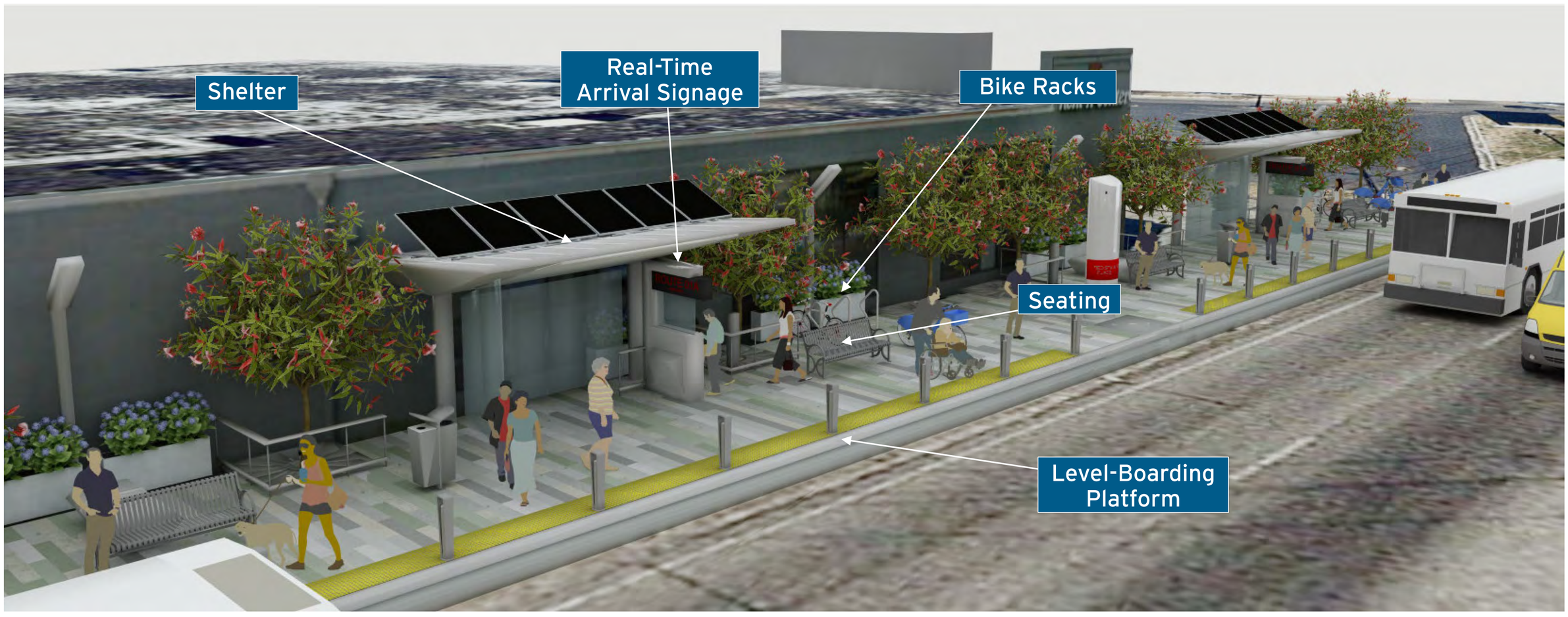
Louisiana State University

Connections to major pedestrian corridors and opportunities for transfers to the Tiger Trails bus system, to help address parking pressures around campus.

Station Design / BRT Vehicles

Station Features

- Level-Boarding Platforms
- Pre-Board Fare Collection
- ADA Access Ramps
- Real-Time Arrival Signage
- Custom Architecture Shelter
- Seating
- Bike Racks



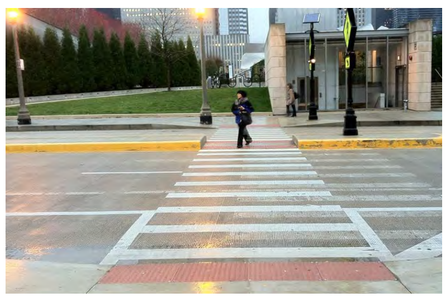
Vehicle Features

- 35-foot Low Floor Bus
- Battery Electric Power
- Custom BRT Branding
- Clean and Quiet Ride

Project & Corridor Enhancements

What enhancements will complement the BRT system?
Vote for your top **three** choices!

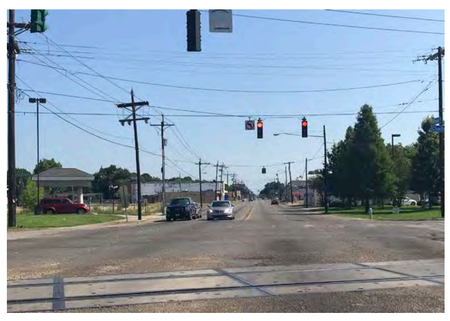
BIKESHARE STATIONS



SIDEWALK AND PEDESTRIAN SAFETY IMPROVEMENTS

WIFI ACCESS/CORRIDOR FIBER

TRANSIT-ORIENTED DEVELOPMENT



AESTHETICS/BURY POWER LINES

MOBILE FARE COLLECTION

STATION SECURITY IMPROVEMENTS
(lighting, cameras, emergency phones)

COMPLETE STREETS
(bike lanes, narrower or reduced # or lanes, landscaping)

PUBLIC ART

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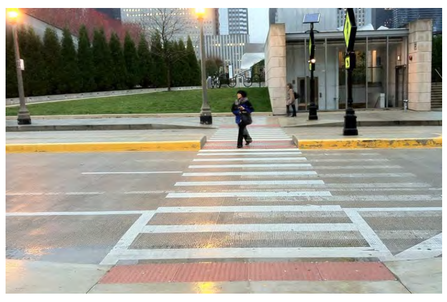

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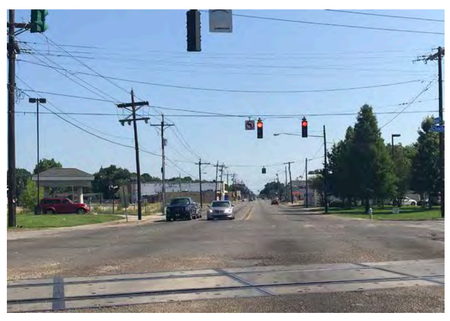

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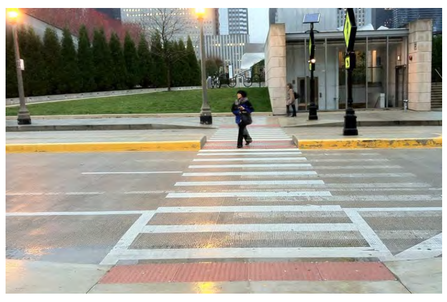

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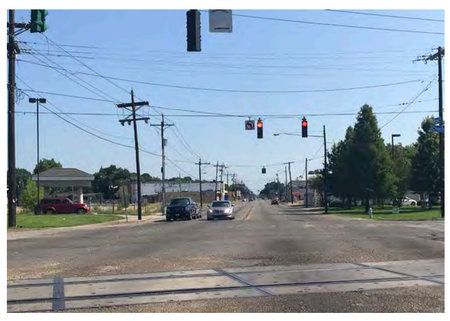

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(lighting, cameras, emergency phones)

COMPLETE STREETS
(bike lanes, narrower or reduced # or lanes, landscaping)

PUBLIC ART

Funding and Costs

Capital and operating cost projections will be developed as part of a funding plan as the project advances. Below are potential funding sources and a preliminary capital cost estimate based on similar bus rapid transit projects.

Potential Funding Sources

Federal Sources

- **Federal Transit Administration (FTA) Small Starts:**
  - Competitive funding program for transit projects under $300 million
  - Corridor-based BRT systems eligible to apply
  - Awards up to 80% of eligible project costs
  - Most competitive applications request 50% to 60% federal funds
- **Non-FTA Discretionary Grant Programs include:**
  - Better Utilizing Investments to Leverage Development (BUILD)
  - Infrastructure For Rebuilding America (INFRA)

State Sources

- LADOTD Road Transfer Program Funds – As an effort to right-size the state highway system, the LADOTD has established a voluntary program that transfers ownership of select state roads to the local government. Before the transfer, road improvements will be completed; this could include BRT improvements. Plank Road and Nicholson Drive are two of the Road Transfer Program projects.

Local Sources

- Local funding sources will fund remaining design and construction activities and may be required to make up any remaining funding gaps for capital and operating costs for the project.

Conceptual Cost Estimate

Costs	Locally Preferred Alternative	Percent of Total
Construction (roadway, traffic signals, stations, ROW improvements)	$32 M	64%
Vehicles, ROW acquisition	$7.5 M	15%
Professional Services/Owner's Reserve/Project Contingency	$10.5 M	21%
Total Capital Cost	**$50 M**	**100%**
Annual Operating Cost	**$2.3-4 M**	

Project Phases

PROJECT DEVELOPMENT

BRT Feasibility and Redefinition Study
4-5 months

Approve Locally Preferred Alternative (Feb 2019)

2019

Environmental and Conceptual Engineering
10-14 months for environmental approvals and conceptual engineering

- Define project elements
- Develop conceptual project costs
- Prepare documents for environmental approval
- Prepare Small Starts Application

Completion of Environmental Approval (Documented Categorical Exclusion Anticipated) — **Anticipated*

Submit FTA Small Starts Application (Sept 2019) — **Anticipated*

FTA Small Starts Application Requirements:
1) LPA approval
2) FTA coordination on ridership
3) Confirm project feasibility for FTA Small Starts
4) Local funding commitment for Project Development

2020

Final Design
9-12 months

- Prepare detailed engineering and implementation plans
- Refine project costs

2021

Construction
12-18 months

- Roadway improvements
- Station infrastructure
- Transfer facility
- Vehicle procurement

Small Starts Grant Agreement (Feb 2021) — **Anticipated*

2022

Testing/Revenue Operations
90-day testing period of operations and systems before start of service

2023

Schedules are subject to change based on approval process and funding.