

PROMISES KEPT AND ACCOMPLISHMENTS SINCE 2012

SERVICE IMPROVEMENTS

2012 PROMISE: Decrease wait times between buses from the current average of 75 minutes to 15 minutes (at peak hours)

- 85% of routes have 30-minute frequency during peak periods (pre-COVID)
- ✓ Fixed route service has increased 84% from 2012 measured by revenue hours of service (pre-COVID)
- ✓ Increased the number of buses in service from 42 in 2012 (50%) to 63 (pre-COVID)
- ✓ Increased demand response service for persons with disabilities by 39% since 2012

2012 PROMISE: Lay foundation for Bus Rapid Transit system

- ✓ Launched design phase of Plank/Nicholson BRT in 2020 with operations anticipated to begin in 2024

2012 PROMISE: Replace “spoke” system with “grid” system

- ✓ Completed Comprehensive Operations Analysis in 2012 and expanded service by 2014 with 4 new transit centers, modifications to 19 of 20 existing routes and added 10 new routes based on user demand
- ✓ Customer satisfaction and usage increased with these changes in service due to decreased travel times
- ✓ Opened new Cortana Transit Center in 2020
- ✓ Acquired property for the North Baton Rouge Transit Center in 2020
- ✓ Enhanced transit center at Mall of Louisiana in 2020
- Location for transit center in planning

2012 PROMISE: Overhaul bus stops and signage

- ✓ Installed 100 new bus shelters
- ✓ Refurbished 77 bus shelters
- ✓ Signage placed at transit stops providing detailed route and time information
- ✓ CATS currently uses 3-4 different variations of signage for relaying information to customers

2012 PROMISE: Add GPS tracking to fleet

- ✓ RouteShout 2.0 app tracks bus arrival times and bus stop signs are outfitted with text-a-stop instructions
- ✓ Added public Wi-Fi and security cameras on buses
- Partnership with Hitachi utilizing new technology for enhancing rider experience and two way messaging

2012 PROMISE: Increase service from 19 to 37 routes

- ✓ CATS operated up to 31 routes pre-COVID
- ✓ After completing a comprehensive review of all underperforming routes to create efficiencies, CATS redirected resources to high-performing routes and currently operates 22 routes
- ✓ Transit service extended to areas previously unserved such as Blount Road, River Road and Greenwell Springs

2012 PROMISE: Increase peak-hour buses from 32 to 57

- 2012 proposition had no consideration for the need to replace aged fleet and 12 buses were purchased in 2014
- Buses in operation increased 47% during this period (pre-COVID)
- CATS currently operates 44 buses and has one of the newest fleets compared to other agencies across the nation
- ✓ Reduced average fixed route fleet age to 4.4 years (2020) from 9.2 years (2012) using federal grant funds
- ✓ Initiated program to introduce electric buses into fleet starting in 2019
- ✓ Improved maintenance performance and vehicle reliability

✓ DONE

● UNDERWAY

✦ IMPLEMENTED BUT ELIMINATED

2012 PROMISE: Create eight new express routes and limited stop lines

- ✓ CATS continues to monitor routes and implemented a major service improvement plan in 2019 that reallocated resources from underperforming routes and stops, provided better frequency and coverage, and served an additional 18.9 percent of the Baton Rouge population.

EXPRESS ROUTES

- ◆ Southern University to Downtown (implemented; resources were reallocated)
- ◆ Airport to Downtown (implemented; resources were reallocated)
- ◆ O'Neal Lane to downtown (implemented; resources were reallocated)
- ◆ Mall of Louisiana to Downtown (implemented; resources were reallocated)
- ◆ Highland / I-110 to Downtown (implemented; resources were reallocated)
- ✓ CATS provides shuttle service to LSU football games from multiple locations

LIMITED STOP ROUTES

- ✓ Baker/Zachary, through Southern University, to CATS Terminal (service suspended during COVID)
- ✓ Florida Blvd to Downtown (service suspended during COVID)
- LSU to Downtown (Bus Rapid Transit system will create connection)

NEW AND EXPANDED ROUTES AND SERVICE FROM RESOURCE REALLOCATION

- ✓ Route 12: Government Street – Jefferson Highway: serves Limited Stop Route MOL to Downtown
- ✓ Route 17: Perkins Road – Mall of Louisiana: serves Express Route MOL to Downtown
- ✓ Route 47: Highland Road: serves MOL to Downtown
- ✓ Route 60: Medical Circulator serves MOL to Downtown
- ✓ Route 54: Cortana – Airport – Southern University: serves Express Route Airport to Downtown
- ✓ Route 58: Coursey Boulevard – O'Neal Lane: serves Express Route O'Neal Lane to Downtown
- ✓ Route 72 Florida Boulevard Limited: serves Florida Boulevard to Downtown
- ✓ Route 15: Blount Road new route serving areas previously not served on Blount Road, and the surrounding area

GOVERNANCE REFORM

PROMISE: Support new criteria for CATS board members

- ✓ The Qualifications Review Committee was created by a EBR Metro Council resolution that established a panel comprised of various stakeholder organizations to review and vet applicants to the CATS board and provide information to the members of the EBR Metro Council. The resolution outlines target sectors for recruitment to the CATS board seeking professional experience in the fields of engineering, management experience, customers of transit and community organizations with a vested interest in the success of the transit system.

ACCOUNTABILITY

- ✓ Improved engagement with stakeholders and citizens through meetings, surveys, social media and newsletters
- ✓ CATS annually surveys customers and stakeholders to identify areas for improvement
- ✓ CATS pro-actively reaches out to educate and inform customers and the general public when service or routes change
- ✓ CATS has developed transparent and robust financial reporting and system performance reports presented at board meetings and available to the public on the website
- ✓ CATS expanded bus pass sale locations at Walgreens and CVS locations across the city

✓ DONE

● UNDERWAY

◆ IMPLEMENTED BUT ELIMINATED