

Scope of Work

Northeast Louisiana Regional Public Transit Plan

Purpose and Need

To identify and serve potential new markets without regard to political jurisdictional boundaries to passengers in the Northeast Louisiana region, providing greater access to jobs, healthcare, retail, and recreation to reduce poverty and improve the quality of life of Northeast Louisiana citizens.

Task I: Document Existing Conditions

- A. Institutional Overview
 - 1. Public entities involved (Parishes, cities, transit systems)
 - 2. Revenue generation and bonding capacity of involved entities (including transit public transit systems)
 - 3. Legal status of the Monroe Transit System
 - 4. Legal status of West Ouachita Public Transit

- B. Service Analysis of Monroe Transit and West Ouachita Public Transit
 - 1. Fleet Inventory
 - 2. Operations and Maintenance Facilities Inventory
 - 3. Operation Characteristics (Peak Hour Headways, etc)
 - 4. Ridership by Line
 - 5. Overhead expenses
 - 6. Paratransit System (Service and Fare Structure)
 - 7. Existing transfers between the two systems

- C. Private Sector and Vanpool Operations in Northeast Louisiana
 - 1. Identification of entities (Charter or otherwise; i.e. Pilgrim's Pride)
 - a. Primary markets they serve

- D. Public Sector Operations
 - 1. Rural public transit providers
 - 2. Elderly/Disabled transportation providers

Task II: Determination of Existing Transit Markets

- A. Census Review and Trends of Areas of Trip Production (Areas of Low – Income and Transit Dependency)
- B. Determination of attraction-based markets (areas of entry level work, employment demographics)
- C. Land uses associated with Trip Production and Attraction Information cited above
- D. Stakeholder Survey Work
 - 1. Focus Groups of existing transit riders

2. Local governments
 3. Community Groups and Associations
 4. Economic Development Agencies, WIB, One-Stop
 5. Employers, Managers, Business Groups
 6. Educational Institutions (ULM, Delta, Technical College, CTC, etc)
- E. Deliverables: A report documenting existing transit markets in the metro Monroe area that addresses
1. Population demographics,
 2. High density employment venues,
 3. Areas of potential entry-level employment,
 4. Land uses conducive to transit service growth,
 5. Focus group sampling of employers and managers of persons currently or potentially with significant transit riding workers

Task III Determination of Future Transit Markets

- A. Near term Scenario (2007- 2010)
1. Undertake a broad analysis of the public transit needs of the entire Northeast Louisiana region, with particular attention to I-20 corridor commuter service and park and ride lots. Use current travel demand data along with projected data including future development.
 2. Identify local funding sources for recommended services and capital.
 3. Identify appropriate FTA funding (5307, 5311, JARC) for operating and capital expenses
 4. Study possible changes to MTS legal status
 5. Study possibility consolidating any current rural systems with MTS
- B. Longer Term Scenario (2011-2030)
1. Population, Employment, and Demographic Projections
 2. Identification of Future Markets
 3. Documentation of land use plans and initiatives conducive to transit development
 4. Ridership Forecasts of Existing System based on a “Do-nothing Scenario” from Long Range Plan- Baseline for a future year scenario (to be determined)
 5. Development of Non-traditional strategies for service provision
 6. New, Modified or deviated fixed route structures
 7. Increased demand response services
 8. Van or small bus systems
- C. Development of Industry specific routes. Potential examples include:
1. Megasite
 2. Pilgrims Pride

- D. Development of Expanded Park and Ride Opportunities from outlying parishes (traditional or expanded vanpool services)
- E. Construction of a regional travel center

Task V: Conclusions and Recommendations

- A. Deliverables: A comprehensive report that
 - a. Summarizes the conclusions of Tasks II through V above;
 - b. Recommend new or modified organizational structure to facilitate systems integration and operation.
 - c. Develop specific short and long term strategies and recommendations for new transit and park and ride services in the region.
 - d. Recommend federal and local funding sources
 - e. Address benefits, costs, risks, and legal requirements associated with each recommendation.
- B. A timeline or schedule of “next steps” to implement recommendations and strategies.