



Baton Rouge



Transportation Demand Management Program

Transportation Demand Management

- Rideshare
 - Carpools
 - Transit
 - Vanpools
 - TNC
- Active Transport
 - Walking
 - Bicycling
- Flextime/Compressed work weeks
- Telework

Transportation Demand Management/ Travel Behavior Change



Baton Rouge Area Transportation Demand Management Program



Commuter Krewe of Louisiana



Social Media



STAKEHOLDER INTERVIEWS

Southern University

Andrea Benjamin, Human Resources, Director of Employee Development (SU)

Anthony Jackson, Assistant Vice Chancellor for Student Affairs, Southern University (SU)

Cara Guilbeau, Program Coordinator, Dean of Students, Southern University (SU)

Baton Rouge Health District

Suzy Sonnier, Executive Director, Baton Rouge Health District

Performance Contractors

Lee Jenkins, Executive Manager, Performance Contractors

CATS

Bill Deville, CEO, Capital Area Transit System (CATS)

Turner Industries

Jason Broha, Marketing Manager, Turner Industries

Tobie Craig, Vice President of Marketing and Workforce Development, Turner Industries

Jesse Morain, Branch Manager for Equipment Division, Turner Industries

John Richard, Senior Vice President, Pipe Fabrication Division, Turner Industries

Warren Landry, Executive Vice President, Pipe Fabrication Division, Turner Industries

State Govt. DoA

Barbara Goodson, Deputy Commissioner, Department of Administration, State of Louisiana

Jay Dardenne, Commissioner of Administration, State of Louisiana

Eric Kalivoda, DOTD

Greater Baton Rouge Industry Alliance

Jessica Pranjic, Manager of Communications and Workforce Development





STAKEHOLDER INTERVIEWS

Greater Baton Rouge Industry Alliance (GBRIA) and CRISIS

Connie Fabre, Executive Director, Greater Baton Rouge Industry Alliance (GBRIA) and CRISIS

Baton Rouge Area Chamber

Logan Anderson, Policy and Research Project Manager, Baton Rouge Area Chamber (BRAC) and CRISIS

CRISIS

Scott Kirkpatrick, Executive Director, Capital Region Industry for Sustainable Infrastructure (CRISIS)

LSU

Roger Husser, Assistant Vice President, Planning, Design & Construction, (LSU)

Sarah Temple, Manager of Campus Sustainability, Louisiana State University (LSU)

Tammy Millican, Executive Director, Facility & Property Oversight, LSU

Jeff Campbell, Director of Parking & Transportation, Louisiana State University)

IBM

Beth O'Quinn, Talent Manager, Baton Rouge Client Innovation Center, IBM

Downtown Development District

Davis Rhorer, Executive Director, Baton Rouge Downtown Development District (DDD)

Whitney Hoffman Sayal, Development Project Director, Baton Rouge Downtown Development District (DDD)

CPEX

Rachel Diresto, Executive Vice President, Center for Planning Excellence (CPEX) and CRISIS

BRAF

John Spain, Executive Vice President, Baton Rouge Area Foundation (BRAAF)



The suggested improvement concepts, projects, and strategies include:

- High-Occupancy Vehicle lanes on highways or High-Occupancy Toll (potentially incorporated with Hard Shoulder Running study underway now.)
- Circulator shuttles in Health District
- Queue jumps for vanpools at ferry landings.
- Park and Ride lots (much needed, but should be thoughtfully sited; suggestions included LSU, Cortana Mall, and Lamar Dixon, and elsewhere.)
- Improved Incident Response on I-10 bridge
- Bus Rapid Transit (BRT) on Florida Avenue/ Express Bus on Florida Avenue (expressed service planned now, support for low-cost queue jumps, signal preemption, better stations (six), and possibly more BRT-like enhancements)
- Bus Rapid Transit (BRT) on Plank Road
- Rail Shuttle along Choctaw Drive, through Capital Campus.
- Improved/ altered Amtrak service (discussion of local service, and moving station from Lafayette to Opelousas.)

Additional suggestions of importance (but not about capital projects)

- Holding a Launch Press Conference this autumn, with Secretary of Transportation, Dr. Shawn Wilson and others.



Next Steps:

1. Contacting workplaces and seeking new partners.
2. Formation of Vanpool working group.
3. Completion of Marketing Plan.
4. Purchase of promotional items.
5. Press Conference.
6. Decision Making on software.
7. Development of Learning Session curriculum.

Questions?

