

Client: Capital Area Transit System (CATS)

Location: Baton Rouge, LA

Connetics Transportation Group (CTG) is a team member currently conducting a three part study effort called the “My CATS Study”. This study effort involves a Comprehensive Operations Analysis (COA), a Market Research (MR) Study, and an Alternatives Analysis (AA) for higher capacity transit service along a major travel corridor in the region. CTG recently completed the COA for Capital Area Transit System (also known as CATS). CTG will also complete the role of operations planning and O&M cost estimation for the Alternatives Analysis for the highest priority corridor in the region, Florida Boulevard. CTG’s COA Work tasks included:



- **Staff and Public Input** – This COA effort has an extensive public outreach effort. A series of meetings and interview sessions were held with CATS staff. Stakeholder interviews were held with Louisiana State University, Metro Council, City Parish Planning, Ascension and Livingston Parishes, the City of Zachary, City of Baker, City of Denham Springs and the Center for Planning Excellence. Two public meetings have been held to solicit public input into the development of service plans and follow-up public meetings were conducted to review the findings and recommendations of the COA (October 2010).
- **Data Collection** – A 100 percent ridecheck survey was conducted for weekdays, Saturdays and Sundays. An on-board passenger was completed and a transfer analysis was also conducted.
- **Fieldwork** – A substantial amount of time was spent in the field, riding CATS buses, driving route alignments and observing existing transit operations.
- **Existing Service Evaluation** – A comprehensive evaluation of the service was completed based on the collected data and fieldwork. Detailed route performance profiles were developed.
- **Latent Demand Analysis** – A latent demand analysis was completed to determine if there are unserved or underserved areas within the Baton Rouge region.
- **Service Standards and Policies** – Specific route-level standards and system wide policies have been developed to provide CATS with a means to continually monitor service in the future.

The result of the COA has been the development of Near-Term (1-3 years), Short-Range (4-7 years) and Long-Range (8-15 years) recommendations based on the input, data collection and fieldwork described above. A financial plan has also been prepared to insure recommendations are financially feasible and implementable.

For the CATS Alternatives Analysis (AA), CTG will utilize the COA transit service recommendations to design supporting transit networks for the No Build, Baseline/TSM and Build Alternatives. O&M cost estimates will be developed for use in FTA New Starts Cost Effectiveness evaluation.