



SPORTRAN



MOVE NORTHWEST LOUISIANA FORWARD 2030

SHREVEPORT-BOSSIER AREA TRANSIT SYSTEM

STRATEGIC PLAN FOR PUBLIC TRANSPORTATION

Shreveport-Bossier Region is growing and changing, and its public transportation system must evolve as well. The Strategic Plan for Public Transportation 2010-2030 will continue to guide SporTran over the next decade. It lays out a new vision of what the region's public transportation system should become and sets goals, objectives and strategies for attaining that vision. The plan includes quantitative performance measures that SporTran will use to report progress to the public.

GOALS FOR PUBLIC TRANSPORTATION

Goal 1:

Safety - Support safe communities

Goal 2:

Customer Experience - Establish a culture of customer service and deliver services that are responsive to community needs.

Goal 3:

Cost-Effective Growth - Encourage vibrant, thriving and sustainable transit system growth.

Goal 4:

Environmental Sustainability - Safeguard and enhance natural resources and environment.

Goal 5:

Financial Stewardship - Exercise sound financial management and build SporTran's long term sustainability.

Goal 6:

Public Transparency - Promote robust public engagement that informs, involves, and empowers people and communities.

Goal 7:

Quality Technology - Develop and empower technology that provides benefits to our customers and employees.



TRANSIT DEVELOPMENT PLAN

SporTran underwent a Public Feedback Process in 2013 – 2014:

- SporTran to restructure its current routing system.
 - Increase from 36 to 40 Buses during Peak Time Service
 - Increase Daytime Service Route from 17 to 28
 - Increase Nighttime Service Buses from 5 to 10
 - Increase Nighttime Service Routes from 5 to 14
 - Added Downtown Circulator Service
 - Increase Efficiency in our Corridor Routes
 - Increase East/West Connectivity
 - Replaced and Realigned all Bus Stop and added new Signs through the Region

- SporTran constructed and opened three new transit facilities

- SporTran deployed Louisiana's first fleet of zero-emission, battery-electric buses

TRANSIT DEVELOPMENT PLAN CONT'

- SporTran introduce a new fare collection system through the TouchPass systems provided by Delerrok. With the TouchPass system, passengers simply tap their smartcard or scan a dynamic barcode in the mobile app on the TouchPass reader as they board the bus, and the reader signals to the bus operator that the passenger has paid their fare.

2017 - 2019 Transit Development Plan Task	Old System	Nov. 2017	Current
Increase Ridership Monthly	192,261 - (Avg)		222,536
Increase Buses during Peak Time Service	36	40	41
Increase Daytime Service Routes	17	27	28
Increase Nighttime Service Buses	5	11	10
Increase Nighttime Service Routes	5	15	14
Replaced all Bus Stop Signs through the City	2638	879	1178

2019 -2021 INNOVATIONS FOR PUBLIC TRANSIT

- SporTran has recently purchase three historical Sun Properties located to east of our new Intermodal Terminal. These properties will be renovated using Federal and Public-Private Partnership funding to create SporTran Multimodal Resource Center and Autonomous & Light Duty Maintenance Facility. Our new Multimodal Resource Center will include the following but not limited to:
 - Transit Food Court
 - Transit Mall
 - Amtrak Platform
 - Regional Transit Technology and Coordination Planning Center
 - Transit Operational and Safety Training Facility
 - Employee Wellness Center
- SporTran deployed Louisiana's first fleet of Autonomous Shuttles

“WE’RE GOING PLACES”



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