



# Public Transportation Benefits

It is common knowledge in our industry that public transportation is a 'real benefit' to our citizens and our communities. This fact is not as well known to the general public and often to the decision makers. It is usually an uphill battle to educate the decision makers and the general public and provide an understanding of the true need for public transportation. We, however as an industry, continue to extol the benefits of transit and there are a number of publications directly relating to those benefits.

However, many of the publications either provide anecdotal evidence or fact-based calculations presented in a format that will never be read by either the decision makers or the general public. Still, for those that are transit dependent, the service is essential to their quality of life and it is our job to educate. So, we continually look for new information to provide in a user-friendly format.

The American Public Transportation Association (APTA) is a good source of tools to add to our arsenal. APTA publishes on many topics, one of which is a series on the benefits of public transportation. Two recent publications are of particular interest, 'Public Transportation: Benefits for the 21st Century' and 'Public Transportation and Petro-

Currently there are more than 6,400 public and community transportation providers in the U.S. Some of these providers are now offering advanced communication services such as email and cell phone text notification of arrivals and departures.

leum Savings in the U.S.: Reducing Dependence on Oil.'

## Public Transportation: Benefits for the 21st Century

This report is filled with easy to understand benefits associated with public transportation. The benefits are not just for the individuals using public transportation but also for our communities and the nation.

The report points out many facts that are easy to convey and understand:

Currently there are more than 6,400 public and community transportation providers in the U.S. These providers offer many different modes of transportation including bus; trolleybus; vanpool; paratransit; heavy, light, and commuter rail; automated guideway transit; inclined plane; cable car; monorail; aerial tramway; passenger-only and vehicle ferries; and water taxis. Some of these providers are now offering advanced communication services such as email and cell phone text notification of arrivals

*(Continued on page 7)*

### Newsletter Contents

Public Transportation Benefits  
Page 1

Notes From the Top  
Page 2

Announcements & Events  
Calendar  
Page 3

Spotlight Article  
Page 4

DOTD On The Go  
Page 5

Progress Report on Coordination  
Page 6

From the Capital...  
Page 7

**Public Transportation  
Staff**

225-274-4302  
225-274-4314 fax  
publictransportation@  
dotd.la.gov  
www.dotd.louisiana.gov

**Carol Cranshaw, CTPA  
Administrator**

**Donna Lavigne  
Assistant Administrator**

**Harold Beck, CTPA  
Elderly & Disabled Program  
Manager**

**Emily Efferson  
Urban Program Manager/  
Planner**

**Michelle Horne  
Rural Public Transit Program  
Manager**

**Wanda Walker  
Training & Technical  
Assistance Program Manager**

**Daria West, CGFM  
Discretionary Program  
Manager**

**Vicki Brown  
Elderly & Disabled Program  
Assistant Manager**

**Sheila Robinson  
Rural Public Transit Program  
Assistant Manager**

**Kay Ryall  
Safety & Other Programs  
Assistant Manager**

**Ellen K. Baldrige  
Administrative Assistant**

**Notes from the Top**  
*by Carol Cranshaw*

As always, the Public Transportation Section has a multitude of things going on... We are finalizing our new State Oversight Standard for fixed guideway, completing our reviews of the Section 5310, Section 5311, JARC and New Freedom applications and will be submitting those to FTA, completing the statewide coordination plan, and preparing a RFP for the continuation of LA Swift service for the next year. In addition to all of this, I have a personal announcement... business first.

With assistance from our consultants, the Public Transportation Section is completing an update to our State Oversight Standard for fixed guideway. FTA's new regulations on fixed guideway required several changes to our state standard. However, this has presented an excellent opportunity for us to strengthen our relationship with the New Orleans RTA. We have worked closely with them to ensure that their System Safety Program Plan and System Security Plan are both updated and in compliance with the new federal rules and our updated standard.

As usual, this is a busy time for us. All of the Section 5310, Section 5311, JARC and New Freedom applications were due on February 1, 2007. Following the submissions, our staff has spent countless hours reviewing those applications in preparation for submission to FTA.

Prior to any of the above applications being submitted to FTA, locally de-

fining coordination plans were required. The state is currently finalizing our statewide coordination plan. In addition, eight regional plans were under development by the MPOs/Regional Planning Commissions throughout the state. These plans are the first step to providing truly coordinated transportation in our state.

Many of you have heard of the LA Swift service. It provides bus service between Baton Rouge, Sorrento, LaPlace and New Orleans. The service has been operating for 17 months and has been a great success. With assistance from the FTA and the State, the service will continue through July 1, 2008. DOTD is currently developing a RFP for operators to provide the service from July 2007 to June 2008.



On a personal note, I am saddened to announce that, after 25 years at DOTD, my last day as Louisiana's Public Transportation Administrator is Friday, April 6. It's not the end of my career though - I have accepted a position as Director of Grants and Procurement for the Capital Area Transit System (CATS) in Baton Rouge, starting Monday, April 16. Although my vast DOTD experience is mostly with programs for rural, elderly and disabled, rail fixed guideway, and small urban transit systems, I am looking forward to the challenge of a large urban transit program. In 1990 I was promoted to the Public Transportation Section Administrator

*(Continued on page 5)*

## Landrieu Receives Legislator of the Year from SWTA



United States Senator Mary L. Landrieu, D-La., was honored this week by the South West Transit Association (SWTA) with the organization's 2007 Legislator of the Year Award. The award recognizes a member of the U.S. Congress who has significantly advanced the interest of transportation infrastructure in the previous year.

"I'm very grateful for this honor," Sen. Landrieu said. "Transit plays an important role in our cities and communities. It is essential to Louisiana's future. I'm honored by this recognition and pledge my continued support for improving transportation infrastructure in Louisiana."

Presenting the award was Patrick Judge, Gene Eddy, and Mark Major.

## Events Calendar

### APTA Conferences

International Bus Rodeo  
May 5-9, 2007 Nashville, TN

Bus and Paratransit Conference  
May 6-9, 2007 Nashville, TN

International Rail Rodeo  
May 30-June 4, 2007 Toronto, Ontario

Rail Conference  
June 3-6, 2007 Toronto, Ontario

Risk Management Seminar  
June 17-20, 2007 Washington, D.C.

For more information: [www.apta.com](http://www.apta.com)

### Other Upcoming Conferences/Training:

**2nd Annual FTA Drug and Alcohol  
Program National Conference**  
April 10-12, 2007 New Orleans, LA  
Crowne Plaza Hotel Astor  
For more information: <http://transit-safety.volpe.dot.gov/Training/DANatConf/default.asp>

11th National Transportation Planning  
Applications Conference  
May 6-10, 2007 Daytona Beach, FL  
For more information: [www.trb.org](http://www.trb.org)

21st Community Transportation  
Association of America (CTAA) EXPO  
May 19-25, 2007 Reno, NV  
For more information: [www.ctaa.org](http://www.ctaa.org)

### NTI Courses:

FTA Real Estate Requirements  
April 17-19, 2007 Denver, CO

Practices of No-Show and Late  
Cancellation Policies for ADA Paratransit  
April 19, 2007 New Brunswick, NJ

Toolbox for Transit Operator Fatigue:  
Putting the Report Into Action  
May 8, 2007 Nashville, TN

For information: [www.ntionline.com](http://www.ntionline.com)

Transportation Safety Institute Classes  
Courses are offered around the country  
on various topics throughout the year.  
For more information, please visit:  
[www.tsi.dot.gov](http://www.tsi.dot.gov)





Spotlight on...



## Carol Cranshaw Retires as Public Transportation Administrator

On April 6, 2007 many of us will lose a valuable asset... Carol Cranshaw, DOTD Public Transportation Section Administrator retires. Fortunately, Ms. Cranshaw is not leaving the transit industry. She has accepted a position as the Director of Grants and Procurement for the Capital Area Transit System (CATS) in Baton Rouge, starting Monday, April 16.

Ms. Cranshaw began her 33-year (25 years with DOTD) State service career with Secretary of State Wade O. Martin, Jr. in 1972 in the Corporations Division and quickly moved up as assistant to the Secretary. She did a stint in the Public Relations Section, where she prepared press releases for the Secretary as well as wrote, produced and distributed an employee newsletter. She transferred to the DOTD in 1981 as Flight Scheduler responsible for coordinating all flight service activities for the Executive Flight Section in the Office of Aviation and Public Transportation. In 1987, she accepted a position as DOTD Elderly and Handicapped Transportation Program Manager and became the Public Transportation Administrator in 1990. As Administrator, she worked with all transit programs funded by the Federal Transit Administration (FTA) and simultaneously managed the State's Freight Rail Program funded by the Federal Railroad Administration. She served on numerous committees and on several commissions, including the Southern Rapid Rail Transit Commission.

Carol was a charter CTAA State Delegate beginning in 1990. She considered it a privilege representing the State and our transit systems as the Louisiana dele-

gate. She represented Louisiana at the Multi-State Technical Assistance Program (MTAP) meetings since its inception and AASHTO's Standing Committee on Public Transportation (SCOPT) since its inception. Additionally, she has been a member of the Southwest Transit Association (SWTA) for a number of years.

Throughout her career, she has also served on many state committees. She was the Designated Chairperson for the Governor's Inter-Agency Transportation Coordination Committee for a number of years. She served on the United We Ride committee and continues to provide valuable input to the various coordination efforts in the state.

Ms. Cranshaw is a certified Passenger Assistance Technique's (PAT) instructor. She is also a Certified Transit Program Administrator through the Community Transportation Association of America.

Over the years, Ms. Cranshaw and her Public Transportation staff have received many awards. Looking back, one of her most meaningful awards as a professional is the U.S. DOTD Award for Excellence that was presented by FTA Region VI Administrator Robert C. Patrick "for outstanding performance and dedication to her grantees throughout the State of Louisiana, and her and her team's responsiveness to their needs during and after Hurricanes Katrina and Rita."

Carol Cranshaw's presence as the Public Transportation Administrator at DOTD will be sorely missed and her shoes will be hard to fill. We wish her well in her new career at CATS. 



One of the DOTD PT Section's mandates is to provide information and technical assistance to transit providers in Louisiana to assist them in meeting their requirements for FTA funding. These activities come in many different formats and venues. DOTD PT provides numerous training courses, workshops, and training material as well as a web site and annual conference. To keep all of our constituents up to date on DOTD PT's activities, DOTD On The Go features just a few selected items each quarter.

#### Vehicle Maintenance Workshop

In February 2007 the DOTD PT staff hosted a workshop on vehicle maintenance. Attendance was greater than expected with 120 coming to Baton Rouge from across the state. The agenda included a wide range of topics such as Preventative Maintenance, Wheelchair Securement, Vehicle Flooring Maintenance and Warranty, Air Conditioning Maintenance and Service, and Vehicle Specifications. All agreed that it was a workshop well worth attending.

#### Application Review

The DOTD PT staff have been hunkered down reviewing applications since February 1, 2007. As most of you know, February 1 is the due date for all Section 5310, Section 5311, JARC, and New Freedom applications. All applications are reviewed and scored prior to submitting them to FTA for funding. DOTD accepts new applicants throughout the year. 

(Continued from page 2)

position. That was a wonderful and somewhat scary day. My career has been much like a really good movie... I've laughed and cried; been happy, excited, surprised, mad, and frustrated. The work has been fulfilling... mostly made so by all of you.



Carol working TOO hard at the 2003 Annual Public Transportation Conference

I have enjoyed working with the many people I've met along the way and have learned a lot. I will miss you all!

I will leave you with a quote from an award we received from my supervisor, Colonel Thomas F. Atkinson, Jr. – "It is a Fact that in the Right Formation the Lifting Power of Many Wings Can Achieve Twice the Distance of Any Bird Flying Alone." 

### Contact Information Announcement

In our attempt to keep everyone informed of special events, workshops, conferences, and important information regarding public transportation in Louisiana, DOTD PT maintains a Contact Database. If information about your organization - new phone number, new director, new address or email - has changed, please help us keep our database current. Email your updated information to [publictransportation@dotd.louisiana.gov](mailto:publictransportation@dotd.louisiana.gov)

Thanks for your Help!

# Progress Report On Coordination

Over the past several years, articles have appeared in this newsletter regarding human services transportation coordination. It is a topic of local, state and national interest and is of utmost importance to the individuals who are among the transportation disadvantaged. This group of individuals has little or no access to personal transportation and often lives in areas with no public transportation. Unfortunately, this group is a growing section of the population in the United States.

In 2004, President Bush recognized this problem and issued an Executive Order (EO) on Human Service Transportation (#13330). The EO directed 11 Federal departments and agencies to work together to ensure that transportation services are "seamless, comprehensive and accessible." The EO established the Federal Interagency Transportation Coordinating Council on Access and Mobility (CCAM), and tasked it to simplify access to transportation for people with disabilities, people with lower incomes, and older adults.

In 2005, the CCAM submitted a report to the President detailing their individual and collective action list to decrease duplications, enhance efficiencies, and simplify access to transportation services. Part of the CCAM's initiative was the United We Ride (UWR) program. The UWR's focus was to implement the Action Plan developed by the CCAM.

Here in Louisiana, we received a UWR grant from the Federal Transit Administration and developed a Statewide Transportation Coordination Plan. This Plan is primarily focused on developing the framework for coordination at the state agency level.

In February 2007, the CCAM published a Progress Report. In that report, they described their activities over the past two years and announced several new initiatives. One of the key areas of emphasis is coordinated planning.

To facilitate 'coordinated planning,' each of the CCAM member agencies now require that local or state agencies utilizing federal funds to provide transportation services to target population will participate in a local coordinated human services transportation planning process. This mirrors the edicts of the new national transportation bill SAFETEA-LU. Local coordination plans have been developed across Louisiana in support of this effort.

Another key effort of the CCAM is education and technical assistance. Several tools have been developed to assist planners with the task of implementing locally defined coordination plans.

One of the first tools developed by the CCAM was the 'Framework for Action.' The Framework was developed by an expert panel and provides a comprehensive evaluation and planning tool for coordination at the state and community level. It helps you define where you are in the coordination process and provides a roadmap to a truly coordinated system.

The new comers, 'UWR Logic Model & Measures' and 'UWR One Vision One Call,' are designed to provide additional technical assistance in coordinating systems and blending efforts across service delivery systems at the national, state and local level. An expert panel and group of stakeholders also developed the 'UWR Logic Model & Measures.'

As mentioned, Louisiana has several coordination efforts underway at the state and local level. However, coordination of human service transportation is not an end game - it is a continuum. Coordination is not something that you set your sites on and quit when you are done... it is something that we will continually strive to attain. However, the benefits for the transportation disadvantaged in Louisiana could be enormous. 

(Continued from page 1)

and departures. Some also offer Wi-Fi access to the internet aboard their vehicles.

**The report states that for every \$1 billion of federal funds invested in the nations transportation infrastructure, 47,500 jobs are supported and created.**

Investments in public transportation provide real returns to communities and the nation. It is estimated that there is a \$30 million dollar yield on every \$10 million of capital investments in public transportation. And, there is an increased business sales yield of \$32 million for every \$10 million invested in public transportation operations.

The report states that for every \$1 billion of federal funds invested in the nations transportation infrastructure, 47,500 jobs are supported and created. Public transportation not only creates jobs, but transports workers to and from jobs.

The report also provides facts and figures for the cost of personal transportation to each American households and the savings that can be garnered through use of public transportation. More importantly, it provides estimates of the savings in gasoline nationwide through the use of public transportation and the savings associated with congestion relief that increased public transportation use could provide.

Public Transportation and Petroleum Savings in the U.S.: Reducing Dependence on Oil  
This report, while much more technical in nature, provides many easy to understand and convey facts that hit home in today's rising gas prices environment.

Two main points that this report makes are: Public transportation usage reduces U.S. gasoline consumption by 1.4 billion gallons each year.

Households that are likely to use public transporta-

tion on a given day can save over \$6,200 every year. This is more than an average household pays for food each year.

As mentioned earlier, a major part of our job is education. Insuring that those who make the decisions and the general public are aware of the benefits associated with public transportation. These two reports are another excellent tool in our educational arsenal. Both reports can be downloaded from the APTA internet site in their entirety at: <http://www.apta.com> 



## From Capital Hill...

In February 2007, the House of Representatives passed a continuing resolution to approve federal government spending through the September 30th, the end of the current fiscal year. The Senate later adopted the bill and President Bush signed it into law before the stopgap spending measure expired on February 15.

Under the continuing resolution, the federal transportation investments guaranteed under SAFETEA-LU will be honored at their full, guaranteed levels. This includes a record-setting \$9.0 billion federal transit program, with funding increases scheduled for all Federal Transit Administration (FTA) formula grant programs.

The increases in transportation spending are a welcome feature of this resolution, as most federal spending is frozen at FY 2006 levels. 