2015

[CITY OF ALEXANDRIA DOWNTOWN TRANSIT STUDY]

The City of Alexandria Downtown Transit study examines how the growth of the downtown area effects the existing and future demand for additional parking and transit services.

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CHAPTER 1 – BACKGROUND

Within the past ten years, the City of Alexandria conducted multiple planning studies and introduced concepts for future planning efforts. Principles of smart growth and downtown redevelopment are themes throughout the advance plans and have been adopted in the multiple redevelopment projects that are being undertaken in the downtown area, such as the Downtown Hotel Initiative and Riverfront Improvement Venture and Essential Recreation (R.I.V.E.R.) Act

The Central Louisiana Technical Community College (CLTCC) chose downtown Alexandria for the site of its new campus and broke ground in fall 2015. The Goodman Corporation has been tasked to review the current redevelopment projects and to determine the need for updates to the current transit system or additional transit service for the area.

City Demographics

Alexandria is the parish seat and largest city in Rapides Parish, Louisiana. Located on the southern bank of the Red River, Alexandria has a population of 47,723, according to the 2010 US Census. Alexnadria, along with the neighboring City of Pineville, is located in the Alexandria, LA Urbanized Area, which has a total population of 153.922.[1]

Race and Ethnicity

According to the 2010 US Census, 57 percent of the population identified as Black or African American, followed by 37.4 identifying as White Alone. The reverse is the case for Louisiana overall, with 60.3 percent of the population identifying white and 31.8 percent identifying as Black or African American. Alexandria and the state have a similar breakdown for other racial and ethnic demographics.

Table 1.1 – Race and Ethnicity[2]

	Alexandria		Louisiana	
	Population	**Percentage**	**Population**	**Percentage**
White	17,872	37.4	2,734,884	60.3
Black or African American	27,210	57.0	1,442,420	31.8
American Indian & Alaska Native	171	0.4	28,092	0.6
Asian	872	1.8	69,327	1.5
Native Hawaiian and Other Pacific Islander	4	0.0	1,544	0.0
Some Other Race	75	0.2	6,779	0.1
Two or More Races	670	1.4	57,766	1.3
Hispanic or Latino	849	1.8	192,560	4.2

[1] Source: U.S. Census Bureau, 2010 Census.
[2] Source: U.S. Census Bureau, Census 2010 Summary File 1, Tables P5, P6, P8, P12, P13, P17, P19, P20, P25, P29, P31, P34, P37, P43, PCT5, PCT8, PCT11, PCT12, PCT19, PCT23, PCT24, H3, H4, H5, H11, H12, and H16.

Median Income

The median income for individuals in Alexandria is $35,459, less than the state overall of $44,874.[3] Both Alexandria and Louisiana experienced an increase in median income from 2000 to 2013 by about 36 percent.

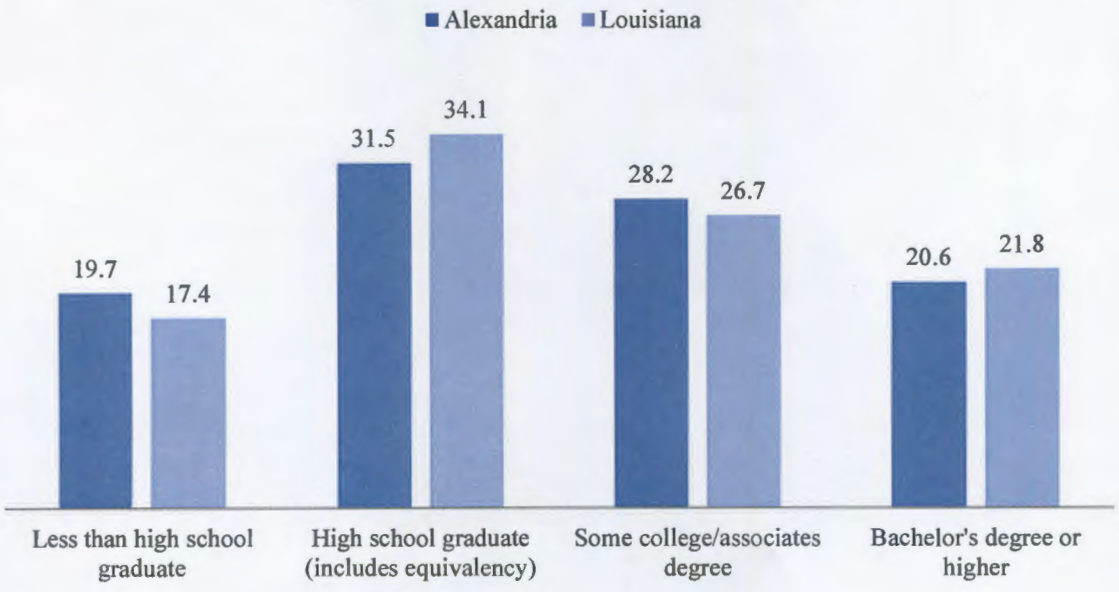
Table 1.2 – Median Income

	2013 Median Income	2000 Median Income	% Change
Alexandria	$35,459	$26,097	35.9
Louisiana	$44,874	$32,566	37.8

Education

About 60 percent of the population of Alexandria is over the age of 25; of those, less than 50 percent have achieved some level of education past high school. Of the 30,410 individuals 25 years or older, 14,840, or 48.8 percent, have obtained at least some college education. Those without a high school diploma have a median income of $12,917; people with bachelor's degrees earn 339 percent more, or $43,804.[4]

Figure 1.1 – Educational Attainment
(Percent of Population Over Age 25)



Poverty Level

Almost 27 percent of the population of Alexandria is below poverty level, in comparison to 19 percent of the state overall. According to the 2013 ThinkAlex Comprehensive Master Plan, 40

[3] Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey; Table S1901
[4] Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey; Table S1501

percent of all households in Alexandria are low income, and higher value homes are concentrated on the fringes of the city. Half of homeowners and 64 percent of renters are cost-burdened; within those groups, 50 to 60 percent are severely cost-burdened, paying more than half of their income for housing.

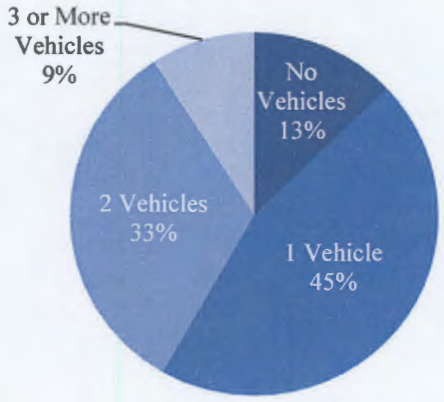
Senior Population

The median age in both Alexandria and Louisiana has remained around 36 since the 2000 US Census. The senior population (age 65 and over) in Alexandria is similar to that of the state, 13.8 and 12.7 percent, respectively. Over the next 10 years, the senior population of Alexandria is expected to grow by 20 percent.[5]

Vehicle Availability

Forty-five percent of households in Alexandria have one vehicle available for use, followed by 32.6 percent households with two vehicles available. The number of households with no access to vehicles in Alexandria, 12.8 percent, is higher than the state overall at 8.5 percent.

Figure 1.2 — Alexandria Vehicle Availability



Employment

Fifty-six percent of the population over age 16 in Alexandria is in the civilian labor force, and almost 90 percent of the labor force are currently employed. Alexandria's unemployment rate, 10.2 percent, is slightly higher than the state overall, 8.8 percent (Table 1.3).

Table 1.3 – Employment

	Alexandria		Louisiana	
	Population	**Percentage**	**Population**	**Percentage**

[5] *ThinkAlex Resiliency Plan, A Comprehensive Master Plan for the City of Alexandria, Louisiana*, November 2013. http://www.thinkalex.org/review/#34

Civilian labor force 16 years and over	20,455	--	2,187,544	--
Employed	18,361	89.8%	1,995,378	91.2%
Unemployed	2,094	10.2%	192,166	8.8%

The majority of workers are employed in the educational services, health care, and social assistance sector in Alexandria, followed by retail trade, and professional, scientific, management, administrative, and waste management services. The presence of CLTCC, University of Louisiana Alexandria, the Rapides Regional Medical Center, and municipal services in Alexandria may attribute to the higher percentage.

Table 1.4 – Employment by Sector

	Population	Percentage
Civilian employed population 16 years and over	18,361	--
Educational services, and health care and social assistance	6,451	35.1%
Retail trade	2,898	15.8%
Professional, scientific, and management, and administrative and waste management services	1,537	8.4%
Arts, entertainment, and recreation, and accommodation and food services	1,528	8.3%
Manufacturing	1,241	6.8%
Public administration	1,101	6.0%
Other services, except public administration	969	5.3%
Finance and insurance, and real estate and rental and leasing	757	4.1%
Transportation and warehousing, and utilities	680	3.7%
Construction	561	3.1%
Wholesale trade	214	1.2%
Information	141	0.8%

Alexandria is located in Rapides Parish and is included in the Louisiana Regional Labor Market Area 6 (LMA6). Other parishes that make up the LMA6 are Avoyelles, Catahoula, Concordia, Grant, LaSalle, Vernon, and Winn.

The labor market for LMA6 and Rapides Parish share the following characteristics:

- The highest number of employers is in the Retail Trade sector;
- The highest number of employees is in Health Care and Social Assistance sector;
- The highest total wages are in the Health Care and Social Assistance sector; and
- The highest average weekly wages are in the Management of Companies and Enterprises sector.

Average weekly wages in Rapides Parish are $831.85, higher than the region's average of $767.50.

Table 1.5 – Summary of Wages and Employment Sectors		
	Rapides	LMA6
# of Employers	3,612	7,215
# of Employees (total average)	57,589	104,405
Total Wages	$2.16 billion	$3.68 billion
Average Weekly Wages	$831.85	$767.50

Table 1.6 – Wages and Employment Sectors for Rapides Parish				
Sector	# of Employers	Average # of Employees	Total Wages	Average Weekly Wages
Management of Companies and Enterprises	34	535	$49,705,539	$1,787
Mining	12	190	$17,605,605	$1,782
Utilities	20	592	$34,129,519	$1,109
Manufacturing	96	4,054	$201,246,861	$955
Wholesale trade	174	1,682	$80,923,575	$925
Construction	274	3,691	$176,988,897	$922
Professional and Technical Services	331	2,151	$102,052,289	$912
Public Administration	103	3,397	$158,982,848	$900
Finance and Insurance	280	1,686	$74,675,540	$852
Transportation and Warehousing	116	1,150	$50,872,648	$851
Health Care and Social Assistance	475	14,448	$596,146,987	$793
Information	46	646	$25,265,506	$752
Agriculture, Forestry, Fishing and Hunting	78	689	$26,867,283	$750
Educational Services	32	4,899	$154,832,321	$608
Real Estate and Rental and Leasing	153	630	$19,443,247	$594
Other Services, except Public Administration	291	1,727	$49,623,875	$553
Administrative and Waste Services	226	3,000	$81,678,679	$524
Retail Trade	590	7,593	$191,781,316	$486
Arts, Entertainment, and Recreation	34	249	$4,036,560	$312
Accommodation and Food Services	247	4,580	$64,286,726	$270
Total	**3,612**	**57,589**	**$2,161,145,821**	**$831.85 (average)**

Major employers in the Alexandria/Pineville Metropolitan Area include:

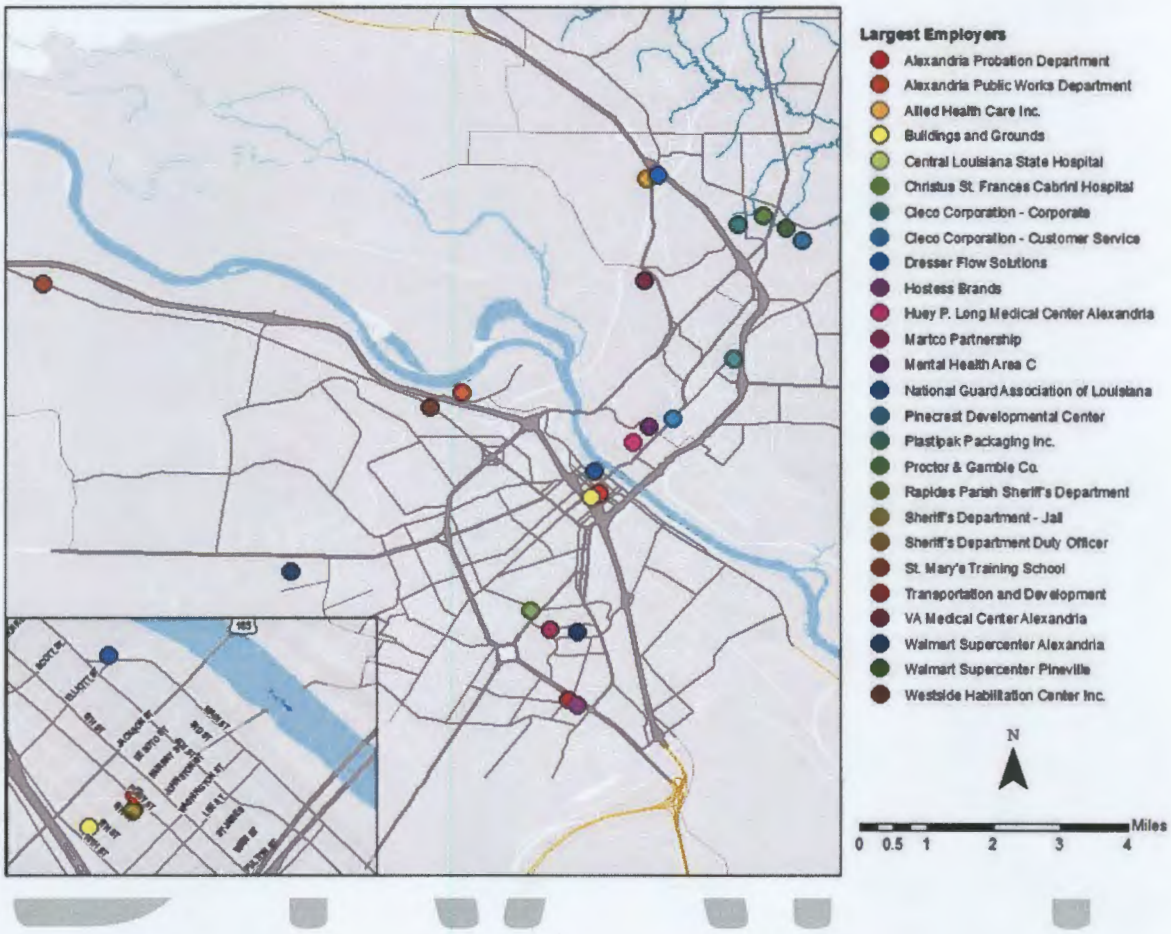
- Allied Health Care Inc. (2,500 employees)
- Christus St. Frances Cabrini Hospital (1,802 employees)
- Pinecrest Developmental Center (1,500 employees)
- Cleco Corporation (1,305 employees)
- VA Medical Center Alexandria (1,000 employees)
- National Guard Association of Louisiana (600 employees)
- Walmart Supercenter Alexandria (502 employees)
- Walmart Supercenter Pineville (500 employees)
- Sheriff's Department – Jail (500 employees)

- Central Louisiana State Hospital (500 employees)
- Dresser Flow Solutions (500 employees)
- Rapides Parish Sheriff's Department (475 employees)
- Martco Partnership (450 employees)
- Alexandria Public Works Department (432 employees)
- Alexandria Probation Department (400 employees)
- Sheriff's Department Duty Officer (399 employees)
- Mental Health Area C (369 employees)
- Hostess Brands (350 employees)
- Westside Habilitation Center Inc. (301 employees)
- St. Mary's Training School (300 employees)
- Transportation and Development (300 employees)
- Proctor & Gamble Co. (300 employees)
- Plastipak Packaging Inc. (300 employees)
- Buildings and Grounds (280 employees)
- Huey P. Long Medical Center Alexandria (250 employees)[6]

In Alexandria, the greatest employment density is along Macarthur Drive, Bolton Avenue, and Coliseum Boulevard.[7] Other major employers in Alexandria include Courtyard Marriot, Sutherlands Global, Sundrop Fuels, and Cool Planet.[8]

[6] *Alexandria/Pineville Metropolitan Transportation Plan 2035*, adopted September 21, 2011. http://www.rapc.info/Transportation/Transportation.aspx
[7] Ibid.
[8] Downtown Alexandria Now! FAQs, February 2014. http://www.cityofalexandriala.com/sites/default/files/dan_faq_cltcc_0.pdf.

Figure 1.3 – Major Employers



Transportation to Work

In Alexandria, the majority of work trips are individuals driving alone, followed by carpooling. Most commuters in Alexandria have a travel time to work between five and 24 minutes.

Table 1.7 – Modes of Transportation to Work	
Mode	**Percentage**
Drove alone	83.0%
Carpooled	9.8%
Public transportation (excluding taxicab)	2.4%
Walked	1.3%
Bicycle	0.5%
Taxicab, motorcycle, or other means	1.7%
Worked at home	1.3%

Alexandria is a regional employment hub. Just over 90 percent of Rapides Parish residents work within Rapides Parish, and 20 percent of residents from the surrounding parishes in LMA6 commute into Rapides Parish for employment.[9]

Table 1.8 – Travel Time to Work		
Travel Time	**Commuters**	Percentage
Less than 5 minutes	2,225	3.8%
5 to 9 minutes	7,063	12%
10 to 14 minutes	10,976	18.7%
15 to 19 minutes	10,891	18.5%
20 to 24 minutes	9,042	15.4%
25 to 29 minutes	3,271	5.6%
30 to 34 minutes	6,477	11%
35 to 39 minutes	1,233	2.1%
40 to 44 minutes	1,328	2.3%
45 to 59 minutes	2,540	4.3%
60 to 89 minutes	1,383	2.4%
90 or more minutes	2,297	3.9%
Mean travel time to work	**17 minutes**	

Central Louisiana (CenLa) Region Demographics

The Central Louisiana region is made of Allen, Beauregard, Catahoula, Concordia, Grant, LaSalle, Natchitoches, Rapides, Sabine, and Vernon Parishes (Figure 1.4). Alexandria is the largest city and central hub for the region.

[9] *Assessment of Community College Service Needs in Central Louisiana.* National Center for Higher Education Management Systems (NCHEMS), February 2011. http://www.cityofalexandriala.com/sites/default/files/nchems_assessment_2011.pdf

Figure 1.4 – CenLa Region

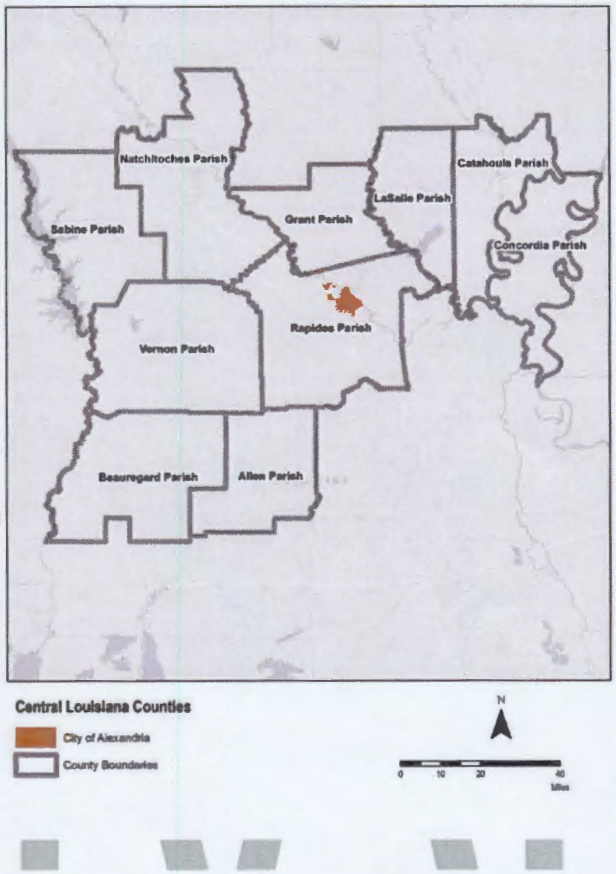
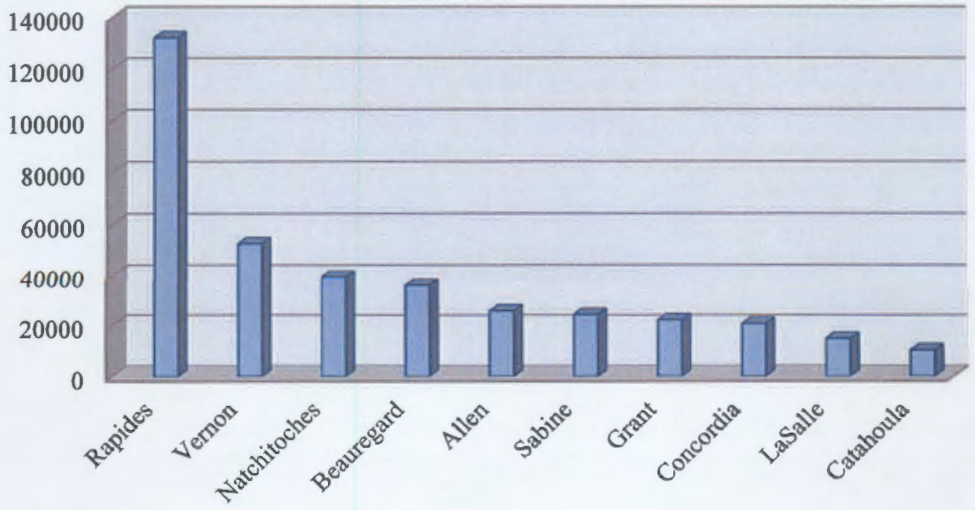


Figure 1.5 – Parish Total Population



Race and Ethnicity

All parishes have a majority race of white; most have a breakdown of 60 to 80 percent white followed by 10 to 30 percent Black/African American. Concordia and Natchitoches Parishes have closer to a 50-50 split of the White and Black/African American populations. The smallest population in all parishes is Native Hawaiian and Other Pacific Islander (Table 1.9).

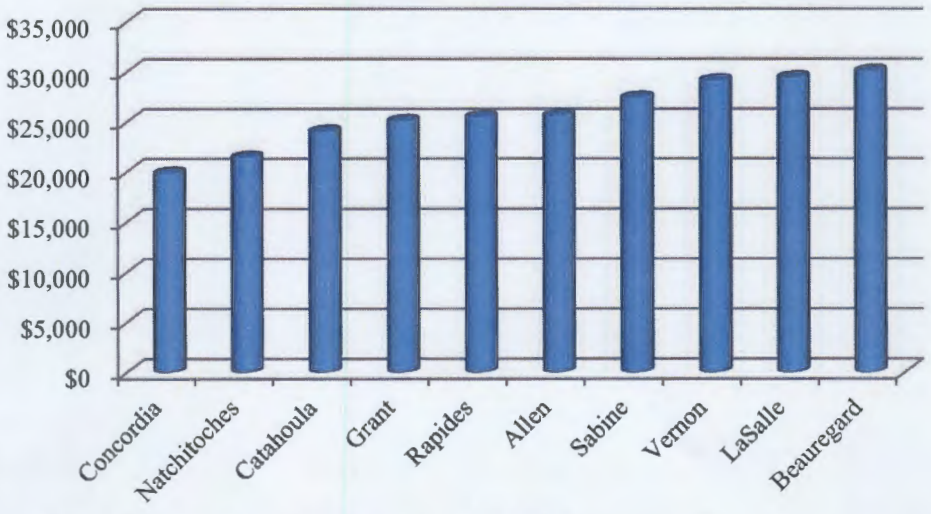
Table 1.9 – Race by Parish

Race/ Ethnicity	Rapides	Allen	Beauregard	Catahoula	Concordia	Grant	LaSalle	Natchitoches	Sabine	Vernon
White	62.0%	70.6%	80.2%	66.2%	57.0%	77.4%	83.7%	53.5%	68.9%	71.5%
Black or African American	32.0%	19.5%	13.1%	31.4%	40.9%	15.4%	12.4%	41.1%	16.8%	13.8%
American Indian and Alaska Native	0.6%	2.3%	0.6%	0.0%	0.1%	0.9%	1.0%	0.8%	6.9%	1.1%
Asian	1.4%	0.8%	0.6%	0.1%	0.3%	0.1%	0.0%	0.5%	0.3%	1.6%
Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.4%
Some other race	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.1%
Two or more races	1.2%	1.8%	2.4%	1.3%	0.6%	1.7%	0.5%	1.9%	3.4%	3.5%
Hispanic or Latino	2.7%	4.8%	3.1%	1.0%	1.1%	4.3%	2.3%	1.9%	3.5%	8.0%

Median Income

The median income for all parishes in the area is $25,776. Beauregard Parish is highest at $30,074, while Concordia Parish has the lowest at $19,855.

Figure 1.6 – Median Income by Parish



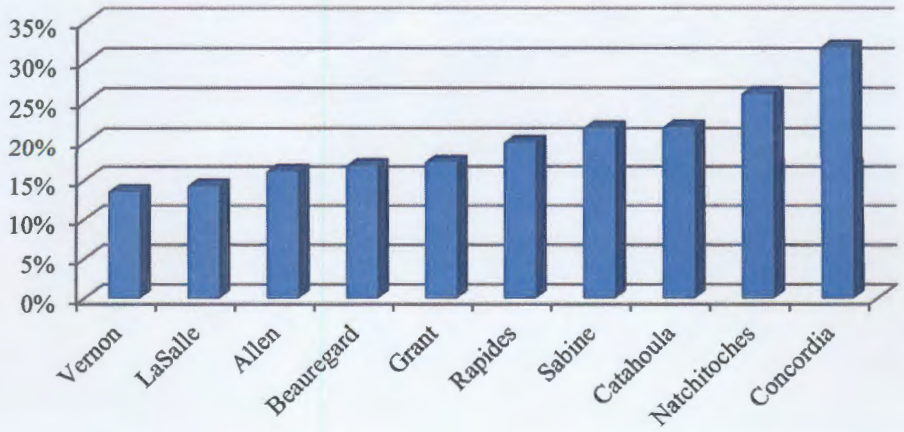
Education

Over all ten parishes, 20.61 percent of residents did not complete high school; 14.34 percent are college graduates. Catahoula Parish has the highest number of residents that did not complete high school at 30.7 percent. The highest percentage of college graduates, 21.6 percent, is in Natchitoches Parish. Non-high school graduates earn about 40 percent of what college graduates earn in these parishes.

Poverty Level

Just over 19 percent of individuals across the ten parishes are under the poverty level. Concordia Parish has the most individuals below poverty level, 31.8 percent, and Vernon Parish has the least, 13.5 percent.

Figure 1.7 – Individuals Below Poverty Level



Senior Population

The average median age for all ten parishes is 36.9 years, and the average senior population is 14 percent. Sabine Parish has the highest senior population at 17.5 percent and highest median age at 41.2 years. Vernon Parish has both the lowest senior population at 9.7 percent and lowest median age at 29.8 years.

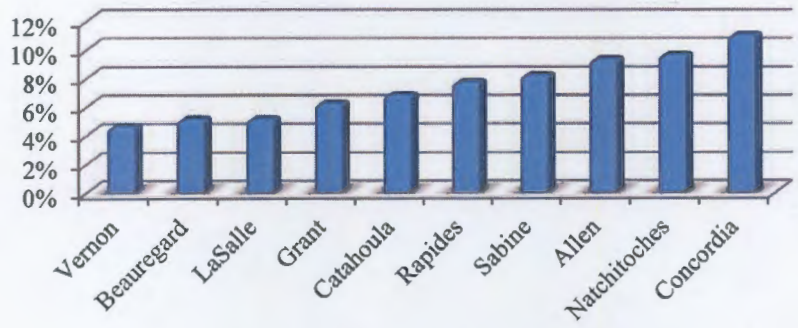
Table 1.10 – Age and Senior Population

	Rapides	Allen	Beauregard	Catahoula	Concordia	Grant	LaSalle	Natchitoches	Sabine	Vernon
Median Age	37.3	38.9	37.2	38.6	37.9	36.8	38.1	33.3	41.2	29.8
% Pop. Over Age 65	14%	13%	13.2%	14.9%	15%	12.1%	14.7%	14%	17.50%	9.70%

Vehicle Availability

Concordia Parish has the highest number of residents without access to a vehicle at 11 percent; Vernon Parish has the least at 4.6 percent. Across all ten parishes, 7.36 percent of residents have no vehicle access. The majority of households across the region have one or two cars available across.

Figure 1.8 – Zero Car Households by Parish



Employment

The top employment sector in all parishes is Educational Services, and Health Care and Social Assistance, followed by Retail Trade and Agriculture, Forestry, Fishing and Hunting, and Mining, with a few exceptions:

- Arts, Entertainment, and Recreation, and Accommodation and Food Services is the second largest employment sector in Allen Parish, with Construction third;
- Construction is the second largest employment sector in Grant Parish; and
- Public Administration is the second largest employment sector in Vernon Parish.

Average unemployment across the parishes is at 10 percent. The highest unemployment is in Concordia Parish at 18.6 percent and the lowest is in LaSalle Parish at 6.2 percent.

Table 1.11 – Employment by Parish										
	Rapides	Allen	Beauregard	Catahoula	Concordia	Grant	LaSalle	Natchitoches	Sabine	Vernon
Civilian labor force over age 16	58,637	9,180	15,267	4,085	8,420	8,508	6,353	17,730	9,904	19,002
Employed	91.3%	91.0%	93.0%	87.9%	81.4%	90.0%	93.8%	89.9%	88.9%	92.8%
Unemployed	8.7%	9.0%	7.0%	12.1%	18.6%	10.0%	6.2%	10.1%	11.1%	7.2%

Transportation to Work

The average commute to work time in the ten parishes is 28.4 minutes. Vernon Parish residents have the shortest average commute at 20.6 minutes, while residents in Catahoula Parish have the longest commute at 35.4 minutes. The overwhelming majority of commuters drive to work alone, varying from 77.6 percent of residents in Catahoula Parish to 87.3 percent of residents in LaSalle Parish. The highest percentage of users of public transportation is in Rapides Parish at 1.4 percent of commuters.

Table 1.12 – Transportation to Work by Parish										
	Rapides	Allen	Beauregard	Catahoula	Concordia	Grant	LaSalle	Natchitoches	Sabine	Vernon
Car, truck, or van -- drove alone	83.2%	83.7%	79.3%	77.6%	81.2%	85.8%	87.3%	80.9%	79.9%	81.1%
Car, truck, or van -- carpooled	10.0%	9.5%	12.1%	14.9%	10.7%	10.5%	4.6%	10.6%	11.7%	10.9%
Public transportation (excluding taxicab)	1.4%	0.6%	0.3%	0.3%	0.6%	0.7%	0.8%	0.8%	0.8%	0.2%
Walked	1.9%	1.9%	2.2%	1.6%	3.1%	0.8%	0.7%	2.8%	1.6%	3.9%
Other means	2.0%	3.0%	4.2%	2.6%	1.8%	1.2%	3.2%	2.7%	3.4%	1.8%
Worked at home	1.5%	1.4%	1.8%	3.1%	2.6%	1.0%	3.4%	2.2%	2.6%	2.1%
Mean travel time to work (minutes)	23.1	28.3	30.4	35.4	24.9	32.5	35	23.1	30.7	20.6

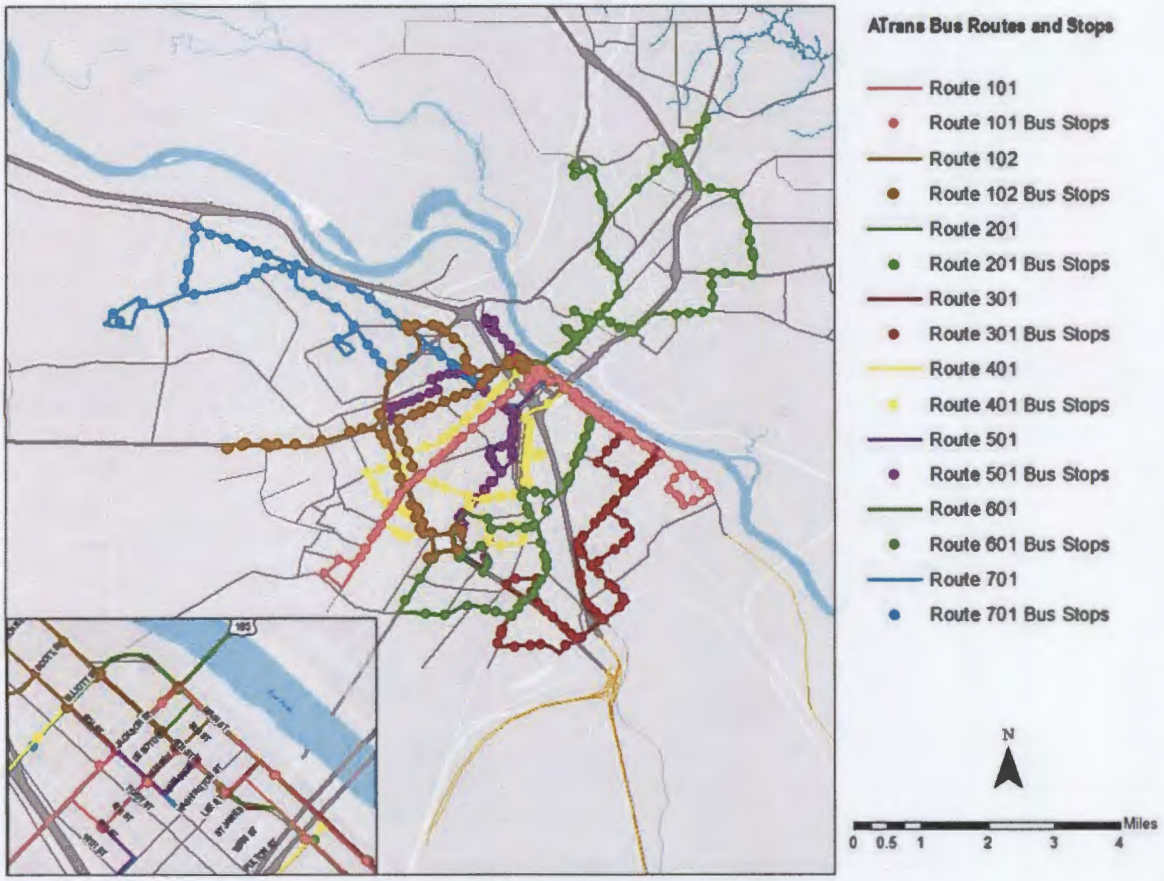
Transportation

ATrans runs 11 buses and four vans on fixed route and demand response services in the Alexandria-Pineville area (Figure 1.9). Regular service is available Monday through Saturday from 6:30 a.m. to 6:30 p.m.; reduced night service runs until 10:00 p.m. Average headway is 60 minutes, and the terminal/hub is located on Main Street at Murray and Johnston. Demand response service is for qualifying persons unable to access the fixed routes, with an approved application and 24-hour notice. Fares are:

- 75 cents for adults;
- 40 cents for children ages one to 13; and

- 40 cents for seniors (62+), individuals with disabilities who have been approved through the application process, and any person with a Medicare card.

Figure 1.9 – ATrans Bus Route Map



Total ridership for the ATrans system in 2014 was 604,027 and included fixed route, demand response/ Americans with Disabilities Act (ADA) eligible riders, and night service. Route 601/City of Pineville had the highest total ridership with 101,329 total riders.

Table 1.13 – Total Ridership by Route	
Route	**Ridership**
101	61,737
102	72,761
201	59,741
301	61,739
401	50,675
501	73,024
601	101,329
701	56,216
NS 1	13,201
NS 2	16,426
NS 3	13,266
NS 4	14,414
ADA	9,498
Total	604,027

Table 1.14 – Average Daily Ridership by Route	
Route	**Ridership**
101	203
102	240
201	199
301	204
401	167
501	241
601	334
701	185
NS 1	44
NS 2	55
NS 3	44
NS 4	48
ADA	44

There are other transportation providers in the Alexandria area[10], including:

- Rapides ARC/J. Eskew Center
  - Demand response for riders with special needs
  - 10 vehicles with lifts
  - Monday-Friday, 6:00 a.m.to 6:00 p.m.
- Rapides Council on Aging
  - Route deviation service for seniors
  - Four vans and 11 passenger vehicles (two with lifts)
  - Monday-Friday, 8:00 a.m.to 4:00 p.m.

[10] Source: Alexandria/Pineville Metropolitan Transportation Plan 2035, adopted September 21, 2011

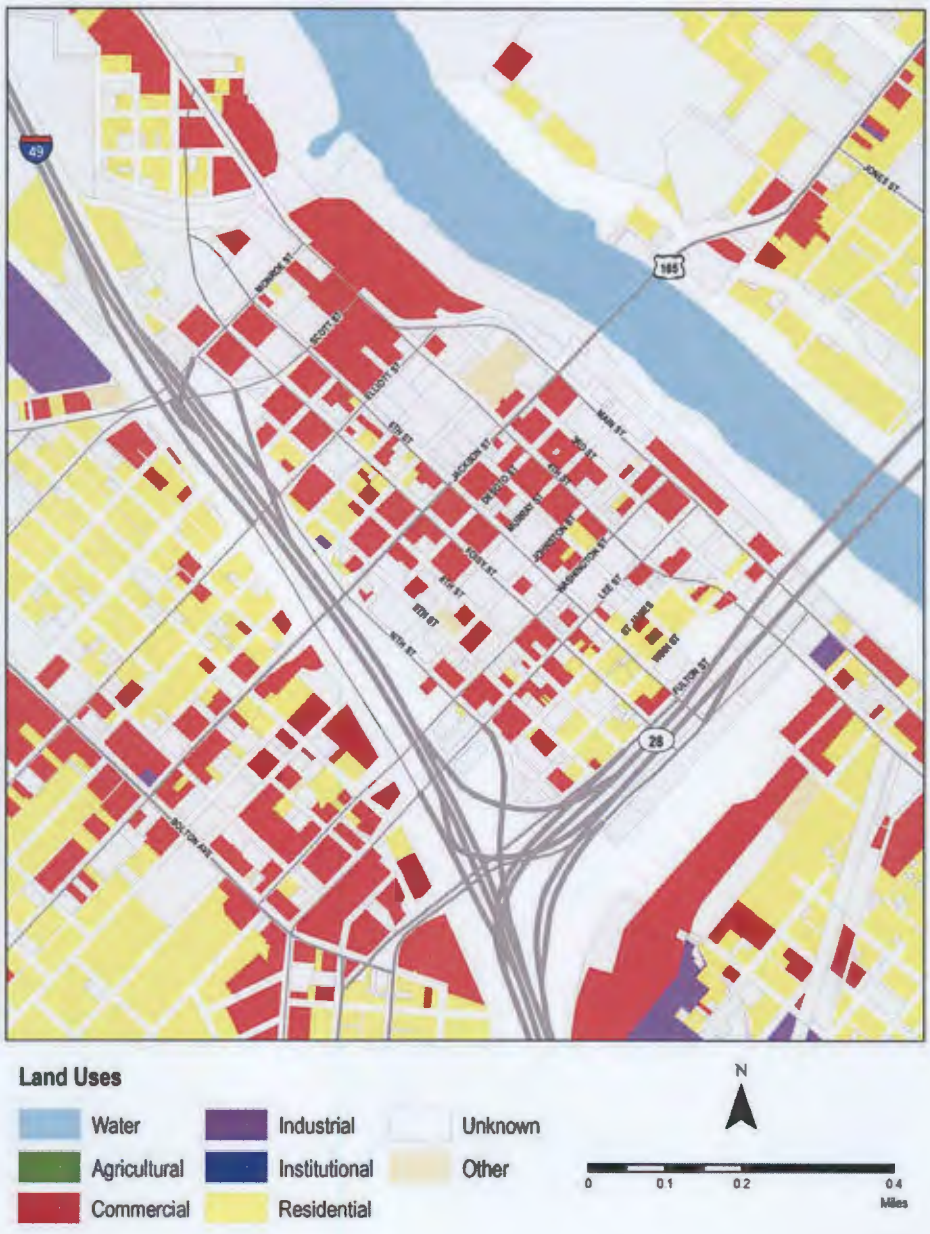
- Rapides Senior Center
    - Route deviation service for seniors
    - Two vehicles with lifts
    - Monday-Friday, 8:00 a.m.to 2:00 p.m.
- St. Mary's Residential Training School
    - Transportation for those with special needs residing at the facility

Land Use

The downtown area bounded by the Red River, I-49, and the Pineville Expressway is largely commercial, with some residential uses in the western and southern portions.[11] (Figure X). The largest single type of developed land in Alexandria is residential. In 2010, the city had 38,493 dwelling units, almost 35,000 of which were occupied.[12] Macarthur Drive, Bolton Avenue, and Coliseum Boulevard are the most prominent employment corridors in Alexandria.

[11] The GIS files from the Rapides Parish Assessor categorize hospitals, government buildings, and churches as commercial.
[12] *Alexandria/Pineville Metropolitan Transportation Plan 2035*. http://www.rapc.info/Transportation/Transportation.aspx. Adopted September 21, 2011.

Figure 1.10 – Alexandria Land Use



The city's ThinkAlex Land Use Plan calls for an increase in density downtown between I-49 and the river, as well as a diversification of uses. With the completion of construction at the Hotel Bentley, Alexandria will have its first mixed use building with part of the hotel being developed as residential condos.

The area most likely for any major expansion is to the west. This area has multi-modal transportation options, is largely outside the city limits, is less populated, has poor internal connectivity, and has few community or cultural assets.[13]

Previous Plans and Initiatives

Planning initiatives in the Alexandria area, particularly those with a downtown focus, have been on-going since the early 1990s.

Alexandria 2010: Comprehensive Development Strategy (1992)

This plan was created during the decommissioning of England Air Force Base, as demographics in the area were shifting and industry was in flux. The purpose of the report was to address and capitalize on these changes. The plan identifies land use, housing, community facilities, and transportation as primary resources for development. The plan is composed of five strategic elements: improvement of accessibility with I-49; reuse of England Air Force Base for mixed use development; expansion of retail and services along MacArthur Drive; expansion of tourism, convention, and training sectors; and expansion of the health care sector.

Alexandria Urban Master Plan (1999)

This plan was created to address all aspects of the physical fabric of the city, including commercial, retail, residential and industrial developments, historic buildings, parks, streetscapes, and the Red River. The purpose was to demonstrate how urban elements could be blended together to produce the highest level of comfort, convenience, and enjoyment for the central city. Development "visions" were established to be used as the guiding force for project goals and included: make Alexandria a regional hub; build on major assets already in place; seek to retain the authenticity and unique quality of the city; raise the level of cultural activity and the quality of life for citizens; improve the transportation system to capitalize on the new I-49 to the maximum degree; achieve balance between the natural landscape and built environment; and seek to create a lively mix of activity where each part strengthens the whole. The goals which these visions focused on were: define the urban core/downtown; promote balanced land use; revitalize deteriorated neighborhoods; develop parks and open space; and develop an implementation strategy. Top issues raised at community meetings during this planning process were parking, security, access, marketing and management, and access to food and beverage outlets.

The Alexandria Developmental Strategic Plan aka The McElroy Plan (2003)

The purpose of this plan was to form a basic development strategy for the city that would promote a unique identity for downtown Alexandria; improve the quality of the public realm, increase the quantity of public activity space, and enhance the pedestrian experience; identify potential partnerships between the city and private entities to support revitalization efforts; encourage downtown investment; develop downtown housing, with emphasis on increased

[13] Ibid.

density, new buildings, and adaptive reuse; and increase retail and dining opportunities in downtown. The central design philosophies of the plan were historical preservation, urban ecology, urban design, and economic development. These strategies were applied to signage, connecting routes, and information centers; housing; pedestrian and vehicular circulation (separation vs. integration); sustainable development; transportation; parking; landscaping; zoning (overlay zones and critical habitation protection); and infrastructure. Implementation strategies focused on making physical changes in the downtown and riverfront area to spur economic and social transformation (e.g., façade improvements and mixed use business development as an alternative to suburban shopping malls).

Louisiana Statewide Transportation and Infrastructure Plan (2008)
This plan was divided into three sections, the goals of which are outlined below:

- **Goals of Vision 2020**: The Learning Experience (to be a learning enterprise in which all Louisiana businesses, institutions, and citizens are actively engaged in the pursuit of knowledge); The Culture of Innovation (to build a thriving economy driven by innovative, entrepreneurial, and globally competitive companies that make productive use of technology and the state's human, educational, and natural resources); and A Top Ten State (to achieve a standard of living).
- **Transportation and Infrastructure System Goals**: To develop and maintain an innovative, balanced, safe, integrated system of transportation facilities and services; to provide essential passenger transportation services at reasonable public expense; to provide a transportation system that fosters diverse economic and job growth; to provide a regulatory and comprehensive policy framework that promotes partnerships, coordination, and cooperation among transportation users and providers; to improve safety in all transportation modes; to develop a more efficient and sustainable transportation system; and to develop stable but flexible transportation financing.
- **Non-transportation goals**: Ensure an adequate water supply to sustain the existing economy and population, and to provide for economic growth; enhance flood control policies, programs, and infrastructure statewide to protect lives and reduce property damage; and implement hurricane protection systems to protect most communities and economic assets from storm surge.

Kisatchie-Delta Human Services Coordination Plan (2008-2009)
This plan was created by the Rapides Area Planning Commission and funded by a federal mandate, which called for the plan to be a unified, comprehensive strategy for public transportation service delivery. The plan identifies the transportation needs of individuals with disabilities, older adults, and individuals with limited incomes, lays out strategies for meeting these needs, and prioritizes services for funding and implementation; maximize the program's collective coverage by minimizing duplications of services.

The key elements of the plan were: inventory of available services and providers (public, private, nonprofit) that identifies gaps and redundancies and identifies current; strategies and/or activities to address the identified gaps in service and achieve efficiencies in service delivery; identification of coordination actions to eliminate or reduce duplication in services and strategies for more efficient utilization of resources; discussion of priorities to be met by the plan and a process for establishing future priorities; and a process for continued coordination planning.

Alexandria Housing Revitalization Master Plan (2009)

The plan's implementation strategy was to: reclaim vacant lots and abandoned or deteriorating property through "expropriation" (taking/eminent domain); create new affordable housing; give neighborhoods access to basic goods and services through economic development that creates jobs; increase resources and leverage participation of others; design and implement a land acquisition and land bank program using expropriation; increase volunteer housing assistance programs; undertake economic development initiatives that bring quality affordable goods and services to the neighborhoods; facilitate gateway and corridor improvements; establish tax increment financing (TIF), public improvement district financing (PID), and tax and development fee abatement for market constrained areas; implement planning, zoning, and regulatory changes (conservations districts, special purpose districts, model block planning and resource targeting, streetscape, landscape, and urban design guidelines); and establish homeownership zones.

Alexandria Comprehensive Parks and Recreation Master Plan (2009)

The goals of this plan were to review and consider recommendations made in previous planning efforts and combine them with a full analysis of the entire park system, including its funding, administration and capital improvements, and to produce a comprehensive guideline for revitalizing and streamlining the park system over the next ten years.

Special Planned Activity Redevelopment Corridors (SPARC) (2009)

SPARC is a $96 million infrastructure investment in three separate Cultural Restoration Area (CRA) activity corridors: CRA-1, Downtown, Riverfront, and Lower Third; CRA-2, North MacArthur Drive and Bolton Avenue; and CRA-3, Masonic Drive and Lee Street. SPARC addresses the problem of sprawl and disinvestment in downtown by targeting help to identified areas where change has the greatest impact, providing those areas with new or enhanced transportation improvements, and offering unique incentives to business entrepreneurs.

The goals of SPARC are: adherence to existing master planning and facilitation of immediate development action as well as increasing the guarantee of long-term success; leveraging financial value with the immediate influx of substantial public spending, provided business plans are sound; creating the opportunity for rehabilitation tax credits and/or New Market Tax Credits for restoring significant and historic structures, particularly as they relate to preserving community character, affordable housing, central business districts, and Main Street economic development activity; alleviating urban flight (and blight), property abandonment, and economically distressed

neighborhoods; sustainable and environmentally-conscious development; and providing the potential for mixed-use and promoting diverse ownership and partnering.

All SPARC projects must create and sustain employment opportunities, provide long term benefits, be maintained properly, and ensure accountability through an auditing program to measure desired outcomes.

Alexandria Housing and Urban Development (HUD) Five-Year Consolidated Strategy and Plan (2010)

The objectives of this plan were to create a suitable living environment, decent housing, and economic opportunity through new and/or improved accessibility, affordability, and sustainability. Funding was focused on projects in block groups with populations where more than 51 percent of residents have household incomes less than 80 percent of city's median household income. The plan outlined four sets of goals: affordable housing goals, such as improvement of the condition of housing for low income homeowners; homelessness goals, such as facilitation of an expansion of housing and services offered to homeless families and individuals in Alexandria; other special needs goals, such as providing support to non-profit agencies that deliver services to non-homeless special needs populations; and non-housing goals, such as addressing barriers to affordable housing development and availability in order to reduce the cost burden on low and moderate income residents.

Alexandria Third Street Corridor Enhancement (2010)

About $2.5 million in Federal Highway Administration (FHWA) funds were devoted to this project to target infrastructure and streetscape improvements on Third Street between St. James Street and Broadway Avenue for the purposes of driving economic growth, increasing public safety, and improving the quality of life for Lower Third neighborhood residents. The public visioning process resulted in a prioritization of projects:

1. Drainage
2. Improved lighting
3. Reduction of overhead utilities
4. Beautification
5. Safe pedestrian crossings
6. Covered bus stops
7. Improved signage
8. Improved sidewalks
9. Site amenities
10. Bike paths

Designs in the plan focused on pedestrian access through improving sidewalks, pedestrian crossings, and amenities; public transportation through new bus shelters; and a vibrant build fabric through dense, mixed use development.

Alexandria/Pineville Metropolitan Transportation Plan 2035 (2011)
This plan determined that the quality of life in the Alexandria/Pineville metropolitan area is enhanced by transportation systems that support the local economy and provide users with safe, convenient, and affordable transportation choices to desired destinations. From this, the following goals and objectives were created: enhance system mobility and accessibility for all roadway users and modes; enhance regional connectivity and economic viability; enhance environmental quality and public safety; support local values and preserve existing community resources; provide a transportation planning process that informs and involves the public as well as elected officials; and develop a long range regional transportation plan that is financially feasible.

National Center for Higher Education Management Systems (NCHEMS) Assessment of Community College Service Needs in Central Louisiana (2011)
The Louisiana Community and Technical College System (LCTCS) contracted with the NCHEMS to conduct a study and make recommendations for educational needs in Central Louisiana. The findings of this assessment were:

- Central Louisiana is the most underserved region of the state with regard to provision of two year college service.
- Adult Basic Education provided by the Rapides Parish School District should be transferred to the CLTCC in Alexandria.
- The array of career preparation courses and programs offered by post-secondary institutions is much narrower than would be expected for Alexandria's size. Customized training is very limited. Employers and students say CLTCC is unresponsive to user needs as far as time, location, etc. of training.

Recommendations resulting from the assessment were focused on a centralized campus in downtown Alexandria to serve as the "single front door" to two year colleges in the region for students and employers. A centralized campus will provide a full array of student support services and state-of-the art developmental education programs.

Report on Downtown Hotel Initiative for the Alexandria City Council (2011)
This report created a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis for the Hotel Initiative.

- **Strengths** included: the reopening of Hotel Bentley, a community landmark; the Alexander Fulton Hotel is a critical asset and will augment convention business for all hoteliers and secure public investment at the site and the Riverfront Center; the hotels serve the nearby hospital, medical businesses, and courthouses; and the hotels may provide, if optimized, increases to the city's tax-base.
- **Weaknesses** included: the Hotel Bentley single-use hotel model has a history of failure; the Alexander Fulton suffers severely from deferred maintenance and neglect; costs of

renovation and the purchase price of the Hotel Bentley may create an insufficient return on investment; and there are not any significant and supportive immediately-proximate retail opportunities.

- **Opportunities** included: development of Fort Randolph and Fort Buhlow, among other cultural heritage sites, representing opportunities to attract more tourists to the area; the hotels could foster new business development in the downtown area, e.g., parking, hospitality, food and beverage, and retail—taking advantage and fostering growth of clothing and retail outlets already downtown; creation of new jobs; and hotel augmentation could stimulate downtown revitalization.
- **Threats** included: competing hotels in other areas of the city with varying degrees of commitment and belief in the necessity of functionality for these two downtown hotels; lack of adequate transportation access for visitors; a change in political leadership may undermine the ability to function and the political will to continue on a path toward optimization in a complicated set of circumstances; and optimization of the hotels must respond to the opportunity costs of not investing taxpayer dollars elsewhere—particularly when citizens are pushing "pure" infrastructure investment.

ThinkAlex Resiliency Plan, A Comprehensive Master Plan for the City of Alexandria, Louisiana (2013)

This plan was divided into three components - the Land Use Plan, the Housing Plan, and the Transportation Plan. Some of the recommendations include: concentrating future development in areas of city not prone to flooding and currently served by existing infrastructure; improving the land use mix; placing access of essential goods and services closer to residents/create walkable communities; promoting smart growth principles, resiliency, and infill development in the core; maintaining the existing transportation network and improving its efficiency through low cost strategies; creating a well-connected pedestrian and bicycle network; providing amenities needed by all users of the transportation network; extending hours of operation of public transit; improving sidewalks, bike lanes, special bus lanes, accessible transit stops, frequent crossing opportunities, median islands, pedestrian signals, curb extensions, and wheel chair accessibility; and creating operational efficiency strategies, including travel demand management, transportation system management, intelligent transportation systems.

Downtown Alexandria Now!

Downtown Alexandria Now!, is the redevelopment initiative guiding the new campus of the CLTCC. The plan was created as part of a proposal to move the campus to the City's downtown location, instead of other proposed locations. The plan also serves as an overarching umbrella for the CLTCC redevelopment, the DHI, and SPARC.

The Riverfront Improvement Venture and Essential Recreation (R.I.V.E.R.) Act

The R.I.V.E.R. Act is a multi-site development project focusing on revitalization, housing, recreation, and business stabilization. The project is a cultural and community approach to the

redevelopment of the Alexandria/Pineville riverfront. The City's goal is a robust downtown through the promotion of festivals, events, cultural activities, and tourism and a better alignment of the missions of existing economic development organizations to more fully involve representative businesses, property owners, and stakeholders. Project outcomes should improve public services such as water, sewer, sidewalks, parking, traffic circulation, recreation, and recreation-friendly commercial activity; avoid sprawl and strengthen infill opportunities; expand options for transportation, housing, and employment; and value sustainable long-range regional considerations.

Redevelopment Projects and Area Attractors

The Goodman Corporation reviewed all of the relevant advance plans and redevelopment projects and considers them throughout the development of this study. The next sections include descriptions of the redevelopment projects and other attractors downtown that impact the study area.

Central Louisiana Technical Community College (CLTCC) and the Downtown Alexandria Now! Plan

CLTCC selected the Downtown Alexandria Now! plan's recommendation for the site of its new campus. The plan proposes circulator service and an associated parking facility to support the college and other redevelopment in the downtown area.

CLTCC is a two-year technical and community college offering associate degrees, technical diplomas, industry certificates, and customized training in more than 20 disciplines that support the local workforce and prepare students for long-term careers. Over 95 percent of the Alexandria-Pineville Metropolitan Statistical Area (MSA)[14] is captured within a five-mile radius of the new college site. Alexandria's population is 47,938, and the City accommodates more than 150,000 visitors every day. The potential student population within a 30-mile radius of the new campus is approximately 1,500.[15]

Smart growth policies adopted by the City support siting the campus directly within the community it serves – CLTCC will anchor the community's identity and provide services for all residents, not just students. CLTCC can support additional development around the campus, including food and beverage outlets, housing choices, and retail destinations. The current campus is located off of State Highway 71, 3.5 miles from downtown. Centrally locating the campus will facilitate easier access by car or by existing transit routes for CLTCC students, high school students preparing for college, and employees seeking professional development and certifications, among others. Improving transit connections to the campus is an important part of ensuring access to educational opportunities.

[14] The MSA includes Rapides Parish and Grant Parish.

[15] *Notice of Request for Information /Proposals for Purposes of Public Partnering – Community College Initiative*, April 1, 2014. http://www.cityofalexandriala.com/sites/default/files/rfi_and_feasibility_lctcs-lsua_2014-4_1_14.pdf

Riverfront Improvement Venture and Essential Recreation (R.I.V.E.R.) Act

Development under the R.I.V.E.R. Act will include 478,245 square feet of activity features and a 77,000 square foot mixed-use facility. The goals of this project are to: create a riverfront activity center for all (locals and visitors alike); put the riverfront and innovative, sustainable design at the forefront; connect the city to the riverfront; improve pedestrian access and mobility around the riverfront area; and create a bold vision that is adaptable over time.[16] In addition to increased events and programming, proposed activity features include:

- Gateway entrances with directional signage and way-finding;
- Gateway portals;
- Riverfront pedestrian-friendly activity nodes;
- Activity wharfs designed with seating and tables for small gatherings;
- Day-docking along activity wharfs;
- Docking facility for water taxi and excursion craft;
- Riverfront walking, jogging, and cycling trails and boardwalks;
- Landscape nighttime lighting for wharfs and the pedestrian boulevard;
- Enhanced landscaping for aesthetics, comfort, and enjoyment;
- Enhanced walking pavements for variety and comfort;
- Attraction features such as water play areas;
- Shaded rest and comfort areas;
- Artistic and shaded play area for small children;
- Skateboard park;
- Canoeing and kayaking destinations; and
- Downtown marina.[17]

[16] *Notice of Intent – Request for Information for Public Partnering, Downtown Alexandria Now! – Phase R.I.V.E.R. Act*, February 27, 2015. http://www.cityofalexandriala.com/sites/default/files/rfi_and_feasibility_r.i.v.e.r._act_downtown_alex_now_2015_.pdf

[17] *Plan of Action for Cooperative Development*, May 29, 2015. https://www.cityofalexandriala.com/sites/default/files/RADD%20RFQ%20Qualifications%20Proposal.pdf

Figure 1.11 –Downtown Redevelopment Map

Downtown Hotel Initiative (DHI)

The DHI is one of the key components of SPARC, the largest reinvestment project in Alexandria's history; it focuses on in-fill development in the urban core. SPARC has dedicated $96 million to three CRA corridors; CRA-1 includes the convention and hotel "micro-economy" of the Riverfront Center, Hotel Bentley, and Fulton Hotel. A special focus has been placed on

CRA-1 because the dysfunctional uses and financial distress in this corridor have impacted the economic health of the city as a whole.[18]

The Riverfront Center opened in 1985 and has over 35,000 square feet of convention space. The Alexander Fulton Hotel also opened in 1985, changing ownership several times over the years, eventually going into bankruptcy in the mid-2000s. The hotel is expected to re-open in 2016 as a four-star hotel and will be renamed the Holiday Inn Downtown Convention Center. The Hotel Bentley is currently undergoing a multi-million dollar restoration. Renovation plans call for converting the seven-story tower portion of the property into condominiums, creating the first mixed-use development in downtown Alexandria. The original portion of the property will remain a hotel with 92 to 94 rooms. The Mirror Room Lounge, the bar on the first floor of the Bentley, was re-opened to the public on May 1, 2015. When both hotels are fully operational, they will add 198 available rooms within walking distance of the convention center and other major downtown activities.

Figure 1.12 – Downtown Hotels

[18] Notice of Intent—Request for Information for Public Partnering Downtown Alexandria Now!—Phase R.I.V.E.R. Act, February 27, 2015. http://www.cityofalexandriala.com/sites/default/files/rfi_and_feasibility_r.i.v.e.r._act_downtown_alex_now_2015_.pdf

Medical Facilities

Between the years of 2000 to 2005, there was over $150 million of investment in the healthcare sector in Alexandria,[19] as well as ancillary investment in supporting services. Major developments included: Rapides Regional Medical Center's $50 million campus expansion; St. Francis Cabrini Hospital's $75 million expansion; Central Louisiana Surgical Hospital's new $20 million facility; and adopted master plans calling for additional expansion and investment for Rapides Regional Medical Center and St. Francis Cabrini Hospital.

The Rapides Regional Medical Center is located on 4th Street in downtown Alexandria and is a large source of employee and visitor trips within the area. The Rapides Regional Medical Center is the only Level 4 Trauma Center in Louisiana, the area's only Certified Stroke Center, and the only accredited Cycle III Chest Pain Center in central Louisiana. The medical center has 314 beds and services include cardiovascular surgery, neurosurgery, intensive care and telemetry, oncology services, obstetrics and gynecology, orthopedic services, physical therapy, and various outpatient services.

Figure 1.13 – Rapides Regional Medical Center

[19] *Notice of Request for Information /Proposals for Purposes of Public Partnering – Community College Initiative*, April 1, 2014. http://www.cityofalexandriala.com/sites/default/files/rfi_and_feasibility_lctcs-lsua_2014-4_1_14.pdf

Cultural Arts District

Alexandria's Cultural Arts District encompasses downtown between Jackson, Winn, Main/2nd, and 6th Streets. The Cultural Arts District is within walking distance to the new CLTCC campus site and the proposed R.I.V.E.R. Act site and is considered an attractor for the downtown area. Amenities in this district include: [20]

- Kress Theatre Hearn Stage - Multi-use black box theatre with interchangeable seating that can be used for meetings, special events, receptions, rehearsal space, and productions;
- Coughlin-Saunders Performing Arts Center - 615 seat theater that opened in 2004 and can be used by artists, performers, businesses, schools, and churches;
- River Oaks Square Arts Center – A visual arts and crafts center with two facilities, the historic Bolton House and new studio annex building for 30 resident artists, workshops, lectures, exhibitions, and special events;
- Alexandria Museum of Art - Founded in 1917 and uses the historic, National Register-listed Rapides Bank Building plus a newer annex for exhibitions, education space, public gathering areas, and the state's largest collection of North Louisiana folk art;
- Arna Bontemps African American Museum – Restored childhood home of Arna Bontemps, a poet, author anthologist, librarian, and leading authority of the Harlem Renaissance;
- T.R.E.E. House Children's Museum – Hands-on exhibits and programs for children four to 12 years old, families, schools, and community groups; and
- Alexandria Genealogical Library and Louisiana History Museum – National Register-listed building that is an historical and educational museum with the colonial archives and French and Spanish records for the Louisiana Territory.

[20] Ibid.

CHAPTER 2 – NEEDS ASSESSMENT

This plan examines the existing and future demand for more parking and transit services in the downtown area. Chapter 2 discusses on the overall growth of the City and how that growth drives the need for more transit options, while Chapter 3 focuses specifically on increased parking demand and ways to meet that demand. Analysis takes into consideration current projects in various phases of completion including Hotel Bentley, Alexandria Fulton Hotel, CLTCC, and R.I.V.E.R. Act Riverfront Development, as well as projected future demand from increased population, students, employees, and visitor activity.

To address future growth in Alexandria, the ThinkAlex Resiliency Plan proposes two preferred options: a low growth scenario that assumes the existing land area of the city can accommodate anticipated growth between 2013 and 2023; and a moderate growth scenario that includes new areas of development. The low growth scenario is focused on a reorganization of uses, takes advantage of existing infrastructure, and reinforces walkable neighborhoods and a strong sense of place. With the low growth scenario, Alexandria could feasibly handle a 6.2 percent increase in population capacity with high utilization of land within the city limits. The low growth scenario envisions an expansion of 3,259 acres over the existing city foot print.

The moderate scenario would capture new population and tax revenue through annexation and allow for greater control of growth, but it would consume green space and place a burden on developers to provide infrastructure. With this scenario, the population could grow by 30 percent with the addition of 10,855 acres. This scenario could meet Alexandria's needs from 2013 to 2033. Most of the expansion area would occur to the west of the city between Highway 28 and Interstate 49.

Both scenarios seek to promote redevelopment of areas that are vacant, abandoned, or could be considered under-developed; they seek to add higher density development; they limit expansion and/or density increases in areas with elevated risk for flooding; and they are presumed to generate growth upon implementation. According to the plan, both scenarios should include the addition of the community college in the downtown area to not only provide physical infill development, but to encourage the creation of new housing and retail development in the urban core. However, the R.I.V.E.R. Act Riverfront Development was not included in the ThinkAlex Plan.

With the ThinkAlex plan in mind, this needs assessment will first look at all of the factors that could impact transit demand. Secondly, the assessment will look at four types of potential transit options that could tie into a multimodal facility or a new transit terminal in the downtown area.

Planned Development and Future Growth

Factors like population and employment growth, vehicle level of service, the new location of the CLTCC, the Downtown Hotel Initiative and Riverfront Center, and the R.I.V.E.R. Act Riverfront Development have the potential to impact future transit demand. Planning to meet this future demand can translate into significant benefits for the City.

Based on the 2035 forecast from the Alexandria/Pineville Metropolitan Transportation Plan, the Alexandria area[21] will experience significant growth over the next decades.[22] Total population, during the next twenty years is expected to increase by 37 percent (Table 2.1).

Table 2.1 – Projected Population Growth

	2013					2035	
	Alexandria	Pineville	Ball	Tioga	Total	Total	% Increase
Population	47,938	14,498	4,000	1,965	68,401	93,822	**37%**
Dwelling Units	20,105	6,395	1,440	800	28,740	40,993	**43%**
Occupied Dwelling Units	17,066	5,242	1,351	695	24,354	37,286	**53%**
Zero Car Households	2,182	453	49	Data not available	---	4,377	---

Source: Data for Alexandria, Pineville, and Ball is from 2009-2013 American Community Survey 5-Year Estimates (http://factfinder.census.gov). Data for Tioga is from http://www.americantowns.com/la/tioga/info). The 2035 data is from the Alexandria/Pineville Metropolitan Transportation Plan.

Employment

Employment in the Alexandria area is also expected to grow. Between 2012 and 2022, the labor market in the Alexandria area is anticipated to add 13,683 new jobs, a growth rate of 12.1 percent. The sectors experiencing the greatest gains include wholesale trade at 48.9 percent growth, construction at 39.3 percent growth, and mining at 24.8 percent growth. Those sectors projected to experience a decrease in employment include utilities at 5.9 percent, transportation and warehousing at 5.2 percent, and educational services at 0.3 percent. Health care and social assistance will continue to have the largest total number of employees at 24,787, after a 16.8 percent increase.

Table 2.2 – Employment Growth by Sector, 2012-2022

Sector	2012 Average Employment	2022 Projected Employment	Employment Change	Percent Change
Wholesale Trade	3,423	5,098	1,675	48.9%
Construction	5,213	7,264	2,051	39.3%
Mining	1,288	1,607	319	24.8%
Manufacturing	6,200	7,456	1,256	20.3%
Professional, Scientific, and Technical Services	4,116	4,831	715	17.4%
Real Estate and Rental and Leasing	1,007	1,176	169	16.8%
Health Care and Social Assistance	21,228	24,787	3,559	16.8%

[21] The Metropolitan Transportation Plan considers the Alexandria area to be the City of Alexandria, the City of Pineville, the Town of Ball, and the unincorporated Community of Tioga.

[22] Alexandria - Central - Regional Labor Market Area 6, 2022 Projected Employment by Industry. http://www.laworks.net/LaborMarketInfo. Revised 2015.

Management of Companies and Enterprises	800	914	114	14.3%
Arts, Entertainment and Recreation	577	644	67	11.6%
Accommodation and Food Services	7,336	8,081	745	10.2%
Administrative and Waste Services	4,919	5,386	467	9.5%
Other Services, Except Public Administration	9,596	10,410	814	8.5%
Retail Trade	13,168	14,246	1,078	8.2%
Finance and Insurance	3,049	3,197	148	4.9%
Information	818	854	36	4.4%
Government	13,611	14,179	568	4.2%
Agriculture, Fishing, Forestry, and Hunting	3,262	3,395	133	4.1%
Educational Services	10,428	10,383	-31	-0.3%
Transportation and Warehousing	2,911	2,759	-152	-5.2%
Utilities	576	542	-34	-5.9%
Total, All Industries	**113,526**	**127,209**	**13,683**	**12.1%**

Vehicle Level of Service

The 2035 Metropolitan Transportation Plan in its analysis of projected future traffic levels, incorporated both existing and committed projects. Committed projects are improvements for which construction has been completed or begun since the base year of 2010, a contract for construction has been awarded, or funding has been dedicated (e.g., through legislative approval). Based on this analysis, 15 road corridors are expected to be deficient by 2035, as detailed below in Table 2.3 and Figure 2.1. Solutions proposed by the Rapides Area Planning Council (RAPC) include transportation demand management strategies such as the establishment of a park and ride facility; promoting carpooling, shuttle buses, and other high occupancy vehicles to employment centers; and a community education program.

Table 2.3 – Forecast Roadway Deficiencies

Corridors Deficient in 2015	Corridors Deficient by 2025	Corridors Deficient by 2035
MacArthur Drive (US 71/US 165) northbound at its interchange with LA 28	South Traffic Circle southbound between Masonic Drive (US 165) and MacArthur Drive (US 167)	South Traffic Circle northbound between MacArthur Drive (US 71) and Masonic Drive
South Traffic Circle southbound between MacArthur Drive (US 71/US 165) and Masonic Drive (US 165)	South Traffic Circle northbound between Masonic Drive and MacArthur Drive (US 71/US 165)	MacArthur Drive (US 71/US 165) between the LA 28 interchange and Giamanco Street
		MacArthur Drive (US 71/US 165) southbound between the North Bolton Avenue and the LA 28 interchange
		Coliseum Boulevard (LA 28) westbound between Versailles Boulevard Extension and Skye Street
		Coliseum Boulevard (LA 28) between the end of the south service road and Windermere Boulevard

		Monroe Highway (US 165) from the Alexandria/Pineville Expressway (US 167) to Esler Field Road (LA 116)
		US 71 from Retreat Drive to Monroe Highway (US 165)
		Fulton Street from Claybrook-Cottingham Expressway (US 167) to 6th Street
		Edgewood Drive (LA 3144) from the Alexandria/Pineville Expressway (US 167) to Donahue Ferry Road
		Old Marksville Highway (LA 107) from Pinegrove Drive to Michele Lane
		Old Marksville Highway (LA 107) from 41st Avenue to LA 3128

Figure 2.1 – Deficient Traffic Corridors

Central Louisiana Technical Community College (CLTCC)

With the move of the CLTCC to the downtown area, Alexandria aims to create a measurable, significant increase in the capacities available for a trained and able workforce, and, in turn, sustainable economic development. The potential student population achievable in two to five years is 1,450 to 1,600, assuming moderate growth and sustainability.[23] Site selection criteria for

[23] *Downtown Alexandria Now! FAQs*, http://www.cityofalexandriala.com/sites/default/files/dan_faq_CLTCC_0.pdf.

CLTCC specifically cited the support of and connection to transit as part of the determination of feasibility with City funding being dependent on this connection.[24]

A study by Central Louisiana Economic Development Alliance (CLEDA) determined that 82 percent of regional job openings are for occupations requiring less than a four year degree; 73 percent of those jobs require customized on-the-job training that could be provided by CLTCC. Thirteen percent of those jobs require an associate's degree or some form of post-secondary non-degree award. In the development of the new CLTCC site, it is anticipated that it can act as a hub for the region's workforce development system and build collaborations with Louisiana State University Alexandria, the Chamber of Commerce, The Rapides Foundation, the Greater Alexandria Economic Development Authority, the CLEDA, the Central Louisiana Business Incubator, and healthcare providers, among others.[25]

Figure 2.2 – Community College Concept Plan

The new CLTCC location is in a major employment center in downtown Alexandria that generates considerable pedestrian activity. The Master Plan for the college envisions significant enhancement of the streetscape and creation of major open space in order to foster and maintain an enjoyable pedestrian environment. Development of a 2.5 acre park with above grade parking fronting Jackson Street and the federal courthouse would create a new address along 6th Street

February 2014.

[24] Site Selection of the Community College Initiative Request for Information, http://www.cityofalexandriala.com/sites/default/files/rfi_and_feasibility_lctcs-lsua_2014-4_1_14.pdf, April 1, 2014.

[25] Downtown Alexandria Now – CLTCC Site Proposal, http://www.cityofalexandriala.com/sites/default/files/digital_copy_coa_lctcc_site_proposal.pdf. January 21, 2014.

for a mixed use development. The opening of this area as public space would enhance the use, prominence, and image of downtown (Figure 2.3).[26]

The relocation of the college will support additional food and beverage outlets, housing choices, and retail destinations downtown. In addition, the plan for the college will allow for modular growth and expandability over time as the user population increases.

Downtown Hotels Initiative and Riverfront Center

The Downtown Hotels Initiative is one of key components of the Special Planned Activity Redevelopment Corridors (SPARC), and includes the development of a global strategy for restoring, reopening, and enhancing the Hotel Bentley, the Alexander Fulton Hotel, and the Riverfront Center. SPARC Cultural Restoration Area (CRA) 1 is considered a convention and hotel micro-economy.

The Alexander Fulton Hotel will re-open in early 2016 as the Holiday Inn Downtown Convention Center. The hotel will include 160 guest rooms, a 12,000-square-foot ballroom, two 750-square-foot "breakout" rooms, an Eddie's Smokehouse and Seafood restaurant, a coffee shop, a Southern Heritage Bank branch, and space for a spa. Around 60 to 70 jobs will be created by the hotel.[27]

The Hotel Bentley will be the first mixed-use development in downtown Alexandria. The Mirror Room Lounge opened in May 2015. The original part of the building will re-open as a hotel with about 92 guest rooms, while the 1930s tower addition is being converted into residences. There will be seven floors of condos with up to three units per floor. The hotel restaurant will also be re-opened.

The Riverfront Center is currently undergoing $700,000 worth of improvements. The center can accommodate up to 3,000 people in its Main Exhibit Hall. The center can hold smaller groups in its Pre-Function Space, Upper Lobby, Lower Lobby, and Outdoor Exhibit Area. The center has two ground level parking lots with approximately 100 spaces, as well as a four-story parking garage with 490 spaces, connected by a covered walkway. All parking is free.

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[26] Downtown Alexandria Now – CLTCC Site Proposal, http://www.cityofalexandriala.com/sites/default/files/digital_copy_coa_lctcc_site_proposal.pdf. January 21, 2014.

[27] *Hotel to reopen as Holiday Inn in early 2016. http://www.thetowntalk.com/story/news/local/2015/05/29/downtown-hotel-reopen-holiday-inn-early/28182559/.* The Town Talk, May 29, 2015.

The current focus of the Convention and Visitors Bureau (CVB) is on smaller events until the accommodation capacity increases with the re-opening of the Hotel Bentley and Alexander Fulton Hotel. About 130 smaller conventions and events were scheduled for 2015. The Louisiana Municipal Association plans to hold its convention in Alexandria in 2016, when the hotels are anticipated to be back in operation. The Louisiana Rural Water Association is committed to using the Riverfront Center when the hotels are available. According to the CVB, conventions and events with 500 and more attendees are looking to return to Alexandria because of its central location, two hours from the next large city in Louisiana.[28]

Alexandria is placing an emphasis on downtown events to attract visitors. In the past two years since this has become a priority, events have included the Louisiana Dragon Boat Races, Jazz on the River, the Little Walter Music Festival, Mardi Gras, Art Walk, and continuing Thursday night activities.

Riverfront Improvement Venture and Essential Recreation (R.I.V.E.R.) Act Development

Development under the R.I.V.E.R. Act will include 478,245 square feet of activity features and a 77,000 square foot mixed use facility (Figure 2.3). This new development is expected to dramatically increase the number of users of the downtown riverfront area, from both within and outside of Alexandria (Table 2.4).

[28] *Downtown hotels key to boosting convention activity. http://www.thetowntalk.com/story/news/local/2015/03/31/downtown-hotels-key-boosting-convention-activity/70742970/.* The Town Talk, March 31, 2015.

Figure 2.3 – Riverfront Development

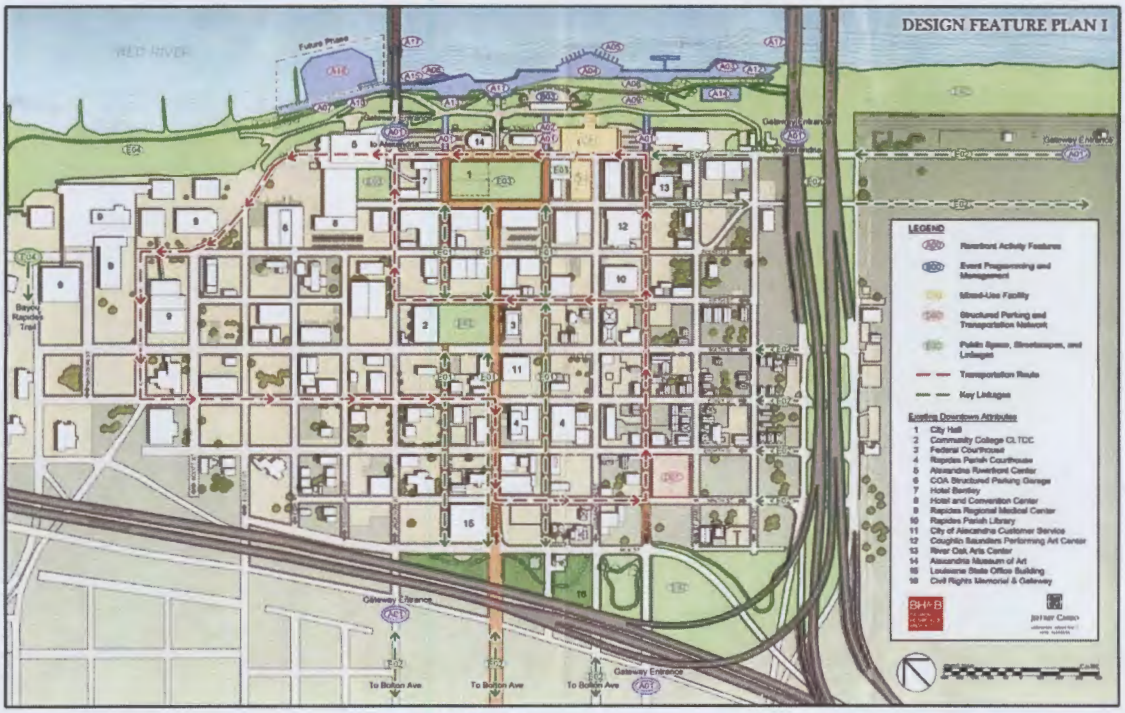


Table 2.4 – Summary of Riverfront Improvements	
Activity Wharfs	Pedestrian-friendly waterfront attraction and destination for public use. Sections of the wharves will vary in width allowing a variety of expanded uses for large gatherings with long high benches.
Day Dock	A floating Day Dock will provide facilities accommodating up to 25 large water craft of varying types and size. The dock is designed to allow pleasure boats docking privileges during day and night time hours for easy and improved access to Alexandria's waterfront and entertainment and dining opportunities.
Docking Facility for Water Taxi and Excursion Craft	A floating dock facility for a water taxi and excursion craft will transport visitors to points of interest along the Red River. Three basic categories of use and function are anticipated: eco tours (oriented to schools and children); sightseeing tours (operated with support from bus tours); and dinner cruises (marketed to weddings, family events, and corporate gatherings).
Boardwalk and Trails	Planned and integrated with the waterfront wharves is a paved boulevard of trails with two lanes separated by landscaping. One lane is for walkers and joggers and the other is for cyclists. The boulevard is designed to attract and encourage visitors to use the waterfront for a variety of activities. The boulevard and connecting pathways provide a location for major events where vendors or participants can setup temporary booths and tents, including the annual dragon boat races.
Attraction Features	The waterfront will be designed to for a diverse group of people and age groups. Water jets, water play areas, and music and nighttime lighting choreographed with fountains are all planned.
Shaded Rest and Comfort Areas	Fabric sail structures will give relief from the sun by providing substantial shade on the waterfront wharves. Availability of cool, shaded areas during hot summer months will increase visitor comfort and the number of days this outdoor area can be used during the year.
Artistic and Shaded Play Area	These areas will be designed specifically to suit the play and development needs of small children and include age appropriate play structures, soft surfaces, and seating

	areas for supervising adults.
Skate Park	A park for skateboarding will be located along the waterfront for use, as well as an attraction for viewers. Basic components typically include slope ramps, raised edges and rails, raised platforms, dish shaped bowls, and other shaped surfaces. Shaded seating areas will be provided for users and viewers.
Canoeing and Kayaking Destinations	The channel of the Red River along Alexandria is offset from the riverside descending levee approximately 150 to 200 feet, and is located between the concrete support pylons of the Jackson Street Bridge. Upstream from the bridge, finger dikes project from the river bank, providing additional barriers to river currents. This offset provides for slack water where the flow of the river is reduced and gives the opportunity to safely launch and retrieve light water craft such as canoes and kayaks. A simple and small floating dock located in the slack water area will provide the ability to launch these small boats. The proposed location is adjacent to an existing service drive extending under the bridge. This drive would provide convenient access for loading and unloading crafts from vehicles.
Downtown Marina	As part of an economic report completed in July 2008, market research indicated that a marina on the Red River could be feasible and supported by boat owners, especially those with larger class vessels. A successful marina was recently developed in the Shreveport-Bossier metro area, providing 60 covered slips. A downtown marina is proposed for the descending bank at the Riverfront Center. Its location is in the slack water protected by a finger dike and between the concrete bridge pylons at the Alexandria side of the Jackson Street Bridge. The marina is designed for 60 slips, with 40 slips protected by a transparent sail type covering supported by steel framing and cabling. The Downtown Marina will employ concrete batter walls, floating docks and articulating ramps which respond to the 18 to 20 foot seasonable rise and fall of the Red River. Substantial cost and an extended time for review and approvals by the Army Corps of Engineers are needed. As a result, the marina may not be feasible as an initial project phase.
Increased Frequency of Major Events with Enhanced Programming and Support	SMG, an event planning and management firm with over 35 years of experience in Louisiana and the Gulf States region, has established on-going relations with agents, artist management firms, and preforming arts agencies that schedule events in mid-level markets. SMG will lead the initiative to increase the frequency of performances at the amphitheater and urban green spaces. They will create, program, market and book events in order to enhance the entertainment experience of patrons, as well as activate, energize, and design exterior urban spaces and performance venues.
Improvements and Expansion of the Alexandria Amphitheater	Improvements for the amphitheater include: new band shell cover and rigging at the stage for performance-grade lighting, audio, and controls; green room suite for performers; RV access, parking, and electrical hook-up; ease of access to clean and safe restrooms; improved access and availability for the sale of refreshments with mobile food and beverage carts and temporary kiosks; and promotion for use as a daily destination.
Gateway Entrances with Directional Signage and Way-Finding	Place-making will be enhanced and reinforced with consistent graphics and signage. Pedestrian access to the riverfront will be improved with additional gateway entrances and ease of access stairs designed for shallower inclines using shorter risers and wider treads. Stairs can be designed with wider intermediate landings providing a rest area between flights. Handrails and colored treads will provide additional safety features. Nighttime lighting will also enhance safety and usage.
Gateway Portal	The proposed gateway portal entrance would create a substantially wide pedestrian and vehicular entrance through the existing Red River Levee at grade level. The portal requires special structural and safety design considerations requiring U.S. Army Corps of Engineers approval. As a result, this feature should be considered as a secondary phase.

Source: *Plan of Action for Cooperative Development Request for Qualifications for Purposes of Public Partnering – R.I.V.E.R Act RADD Response to Six Feasibility Questions*, May 2015.

These improvements will serve to attract residents, visitors, businesses, and other additional development to Alexandria's downtown core, and meet the goals of the R.I.V.E.R. Act:

- Create a riverfront for all – The proposed development will engage the entire city. It will be a place where everything comes together and commingles effortlessly to become a destination on a daily basis, not just special events.
- Put the riverfront and innovative, sustainable design at the forefront - The new development will improve the waterline, making the riverfront more attractive for boaters.
- Connect the city to its riverfront – This development will provide a front porch to the downtown and the city. It will build a network of public spaces that connect the riverfront to important destinations, nearby neighborhoods, the city, and the region, as well as to recent enhancements such as the I-49 greenbelt, and Third Street and Bolton Avenue Streetscapes.
- Improve access and mobility - The redeveloped waterfront will accommodate safe and efficient travel by pedestrians, cyclists, vehicles, and boats with connections to recently completed and proposed walking and bicycling improvements.
- Create a bold vision that is adaptable over time - The redevelopment plan clearly defines how the riverfront will take shape and the essential character of key elements; at the same time, it creates a timeless connection to the river.

ATrans Transit Terminal

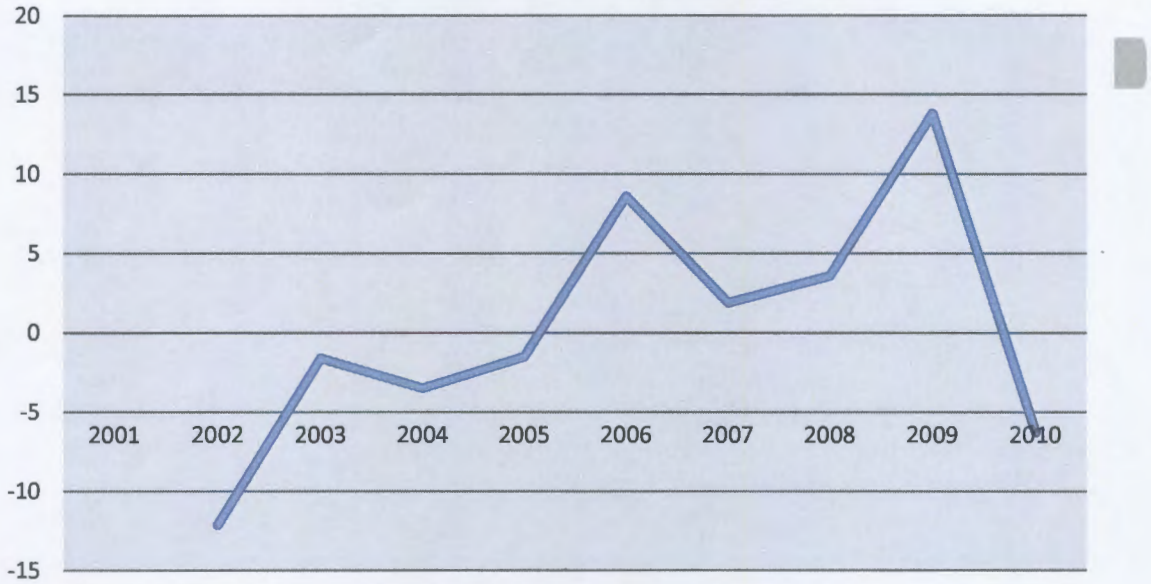
Approximately 92 percent of Alexandria's occupied housing units (17,000 units) are within ¼ mile of the fixed route system.[29] Between 2001 and 2010, ridership on ATrans remained steady, with an average increase of 0.3 percent over that time (Figure 2.4).

Figure 2.4 – ATrans Transit Terminal

[29] *ThinkAlex Resiliency Plan, A Comprehensive Master Plan for the City of Alexandria, Louisiana.* http://www.thinkalex.org/review/#34, November 2013.

The ATrans Transit Terminal is located in the downtown core on 2nd/Main Street between Murray and Johnston Streets. The system's eight fixed routes run out of this terminal. All buses come into the terminal five minutes before the hour, and riders can change routes.[30] Currently, ATrans is satisfied with the size of the terminal and having all routes converge there on the hour.[31] The terminal is centrally and conveniently located in the downtown core near municipal and recreational amenities, as well as hospitals, the convention center, and the new location of the CLTCC. Throughout the community engagement process for the ThinkAlex plan, citizens voiced strong support for the preservation and maintenance of the existing transportation system. At this time, there is no apparent demand for a new terminal building or location to serve ATrans riders.

Figure 2.5 – Ridership 2001 - 2010 (% change)



Source: *ThinkAlex Resiliency Plan, A Comprehensive Master Plan for the City of Alexandria, Louisiana.* http://www.thinkalex.org/review/#34, November 2013.

Regional Mobility and Transportation Services

Rapides Parish is over 1,300 square miles. Just over 90 percent of Rapides Parish residents remain within the parish for work; only 2.3 percent work in the surrounding rural parishes. Sixty-three percent of residents from the outlying parishes stay within their home parish for work. Almost 20 percent of residents from the outlying parishes commute into Rapides Parish for jobs.[32]

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[30] The system does not have any free transfers.
[31] Based on communication with Karen Kelly, ATrans Transit Manager.
[32] *Assessment of Community College Service Needs in Central Louisiana.* http://www.cityofalexandriala.com/sites/default/files/nchems_assessment_2011.pdf, National Center for Higher Education Management Systems (NCHEMS), February 2011.

In the second quarter of 2011, there were approximately 1,130 job vacancies in Regional Labor Market 6 (RLMA 6), a vacancy rate of 1.1 percent.[33] The top five job openings were registered nurses; cashiers; nursing assistants; licensed practical and licensed vocational nurses; and sales representatives, wholesale and manufacturing. These types of jobs, especially in health care, make up a large portion of the workforce in Alexandria.

As part of the Louisiana Workforce Commission's job vacancy survey, employers were asked to name the greatest difficulty they faced in filling positions; 30.5 percent of the responses indicated that hiring employees was not a problem. Only 1.8 percent of responses indicated that transportation could be an obstacle to filling jobs, falling under the category "Some aspect of the job is undesirable to applicants (such as shifts, weekends, nights, holidays, overtime, travel, environment, schedule changes, heavy lifting, on call, etc.)."

As described in Chapter 1, the majority of work trips in Alexandria are people driving alone. The number of households in Alexandria without access to a vehicle is around 10 percent, but Alexandria has the highest use of public transportation.

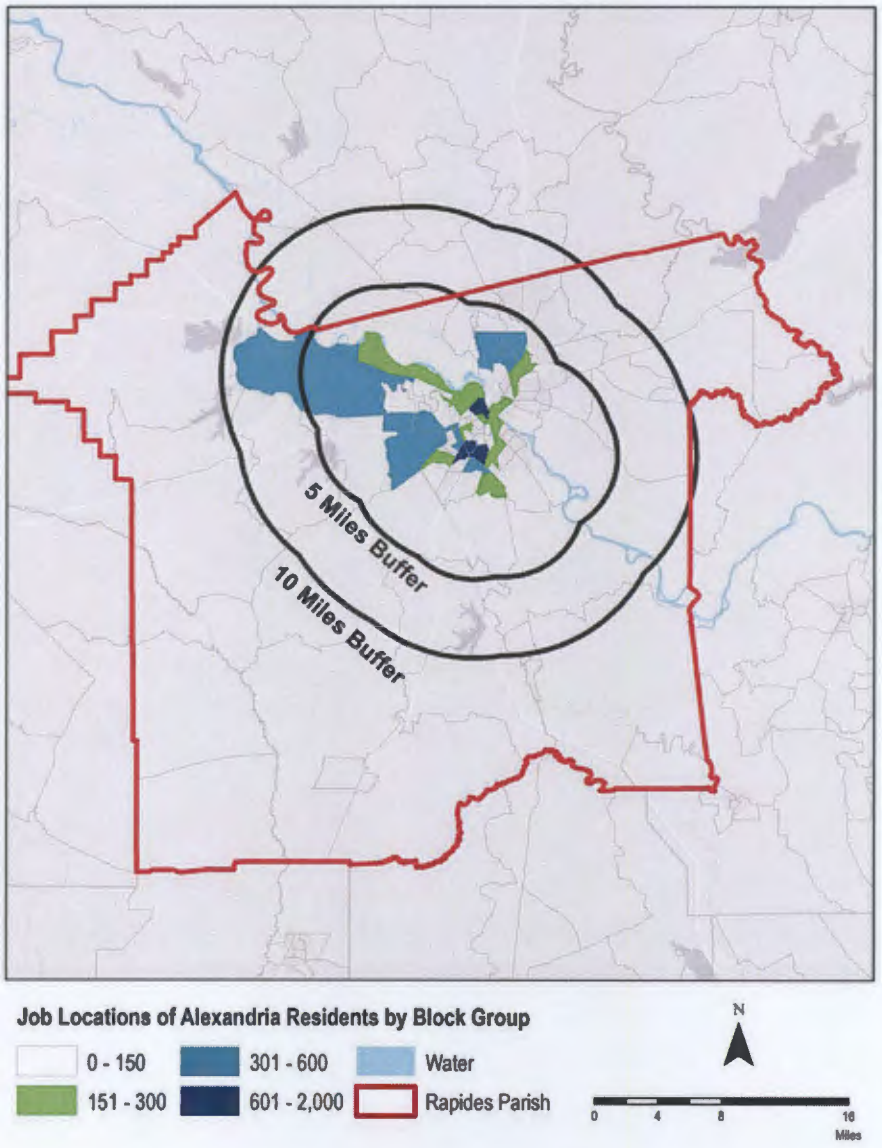
Service from Alexandria to Outlying Parishes

Almost 48 percent of Alexandria residents work outside of the city limits of Alexandria.[34] The Cenla Work Ready Network, part of the Rapides Parish Policy Jury Office of Economic and Workforce Development, indicated that there have been no phone calls from area employers or from individuals seeking jobs expressing a need for increased or expanded transportation services to connect the Alexandria downtown core to the outlying rural parishes for employment purposes.[35]

The Longitudinal Employer-Household Dynamics (LEHD) program is part of the Center for Economic Studies at the U.S. Census Bureau.[36] The LEHD program looks at home-to-work trips and the reverse. According to the LEHD data from the U.S. Census, Alexandria is home to 16,790 workers. For those 16,790 workers, almost 80 percent of job locations are within 10 miles of Alexandria.

[33] *Alexandria (Central) Job Vacancy Survey*. Louisiana Workforce Commission. Second Quarter 2011, RLMA 6.
[34] *ThinkAlex Resiliency Plan, A Comprehensive Master Plan for the City of Alexandria, Louisiana.* http://www.thinkalex.org/review/#34, November 2013.
[35] Based on a conversation with Rapides Parish Police Jury Office of Economic & Workforce Development.
[36] Source: U.S.Census Bureau, Center for Economic Studies ; 2013

Figure 2.6 – Where Alexandria Residents Work LEHD Map



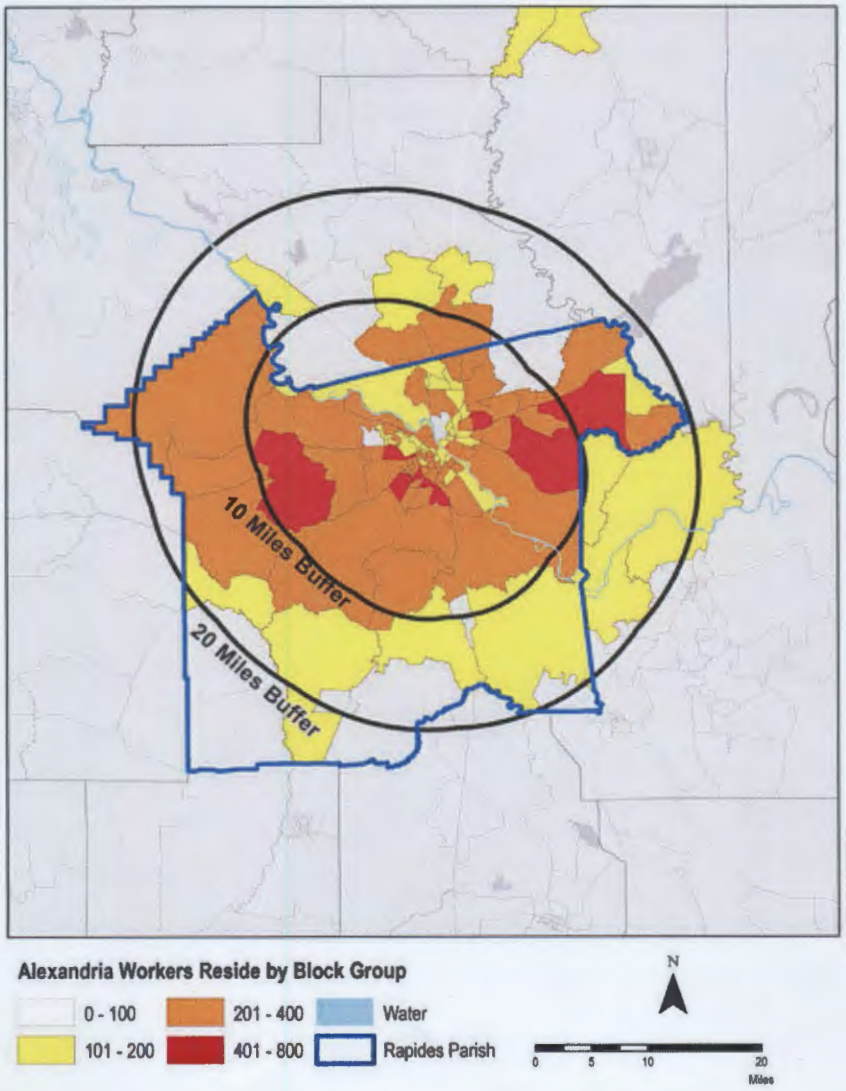
Based off of the workforce information and LEHD analysis, there are no current transit demand for transportation to major destinations in the rural CenLa region surrounding Alexandria.

Service from Outlying Parishes to Alexandria

About 73 percent of Alexandria's workforce travels into Alexandria from outside the city limits.[37]

According to the LEHD data[38], there are 37,127 employees who work in Alexandria. Of these individuals, one-third live more than 25 miles outside of the city.

Figure 2.7 – Where Alexandria Employees Live LEHD Map



[37] *ThinkAlex Resiliency Plan, A Comprehensive Master Plan for the City of Alexandria, Louisiana.* http://www.thinkalex.org/review/#34, November 2013.
[38] Source: U.S.Census Bureau, Center for Economic Studies ; 2013

A Transit Needs Index (TNI) was conducted for the Central Louisiana area. The TNI evaluates demographics to determine relative transit need and identifies service gaps and priority areas for investment through a forecast of future transit use. Factors considered when calculating the index were the following:

- Population density (housing units per acre)
- Zero vehicle households (%)
- Families below poverty level (%)
- Individuals with disabilities (%)
- Employment (%)

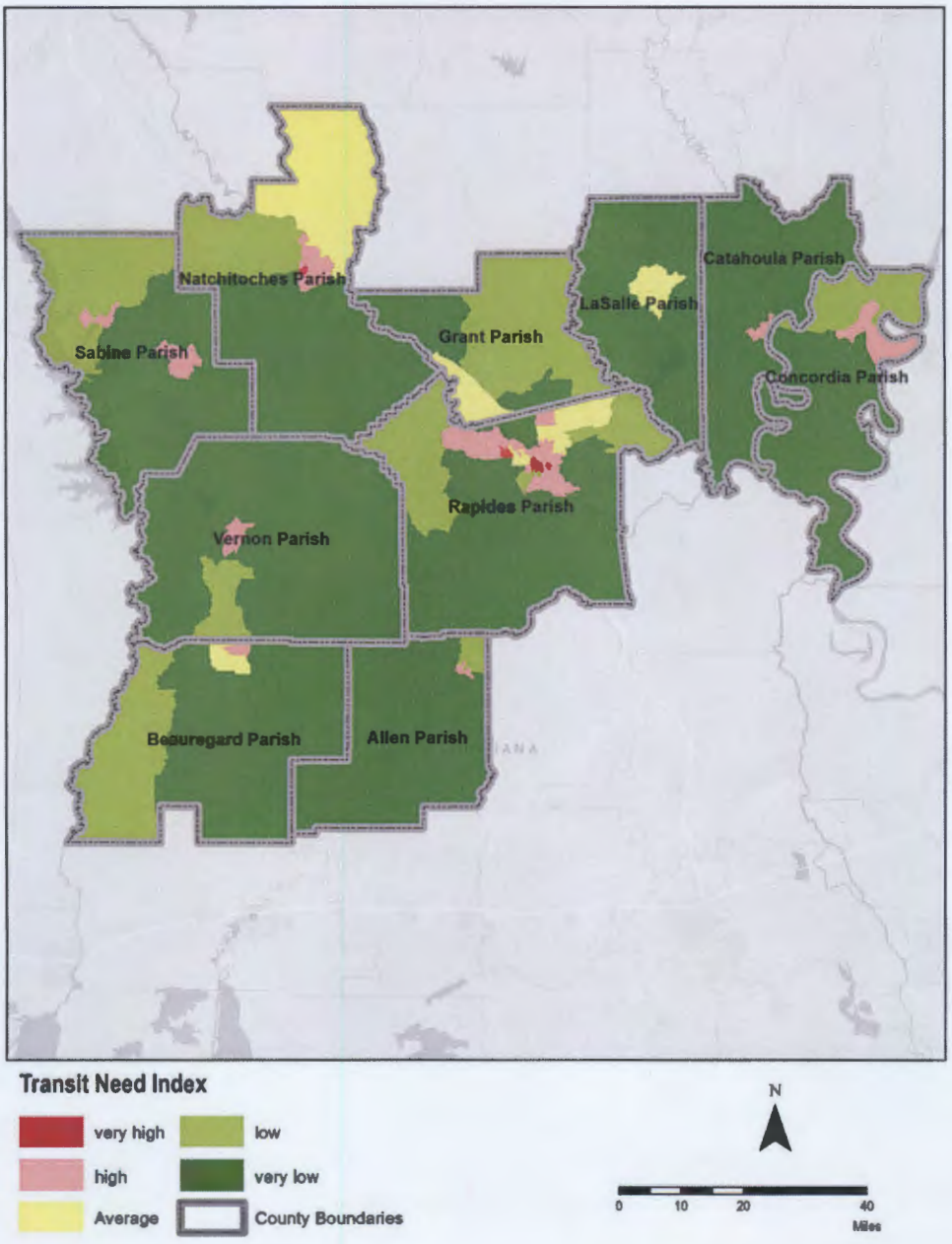
The resulting calculations were used to classify relative need.[39]

- Very Low - more than 1.5 standard deviations below the mean
- Low – between 0.5 and 1.5 standard deviations below the mean
- Average – plus or minus 0.5 standard deviation from the mean
- High – between 0.5 and 1.5 standard deviations above the mean
- Very High – more than 1.5 standard deviations above the mean

This analysis identified several areas of high relative transit need in the vicinity of DeRidder, Leesville, Many, Natchitoches, Alexandria/Pineville, and Ferriday (Figure 2.8). There is a potential market for regional public transportation, but an in-depth analysis of this need is outside the scope of this document.

[39] Because the TNI purpose is to compare characteristics to local medians, all values in the median range were set to zero. Values above and below the median were labeled -5 to 5 based on relative distance from the median. This gave each characteristic a value of approximately -5 to approximately 5.

Figure 2.8 – Transit Needs Index

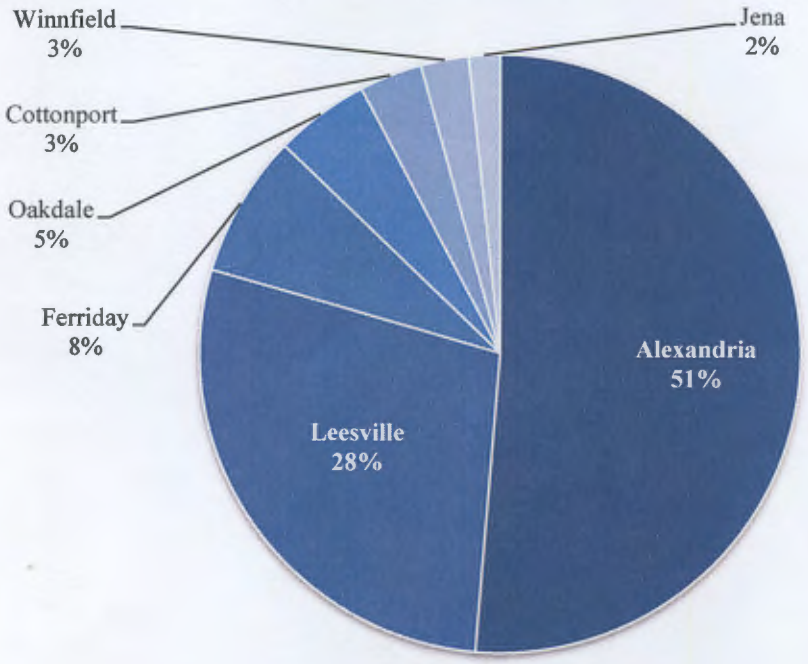


CLTCC System

There are six CLTCC campuses outside of Alexandria (Figure 2.9): the Huey P. Long Winnfield Campus, 50 miles north of Alexandria; the Rod Brady Jena Campus, 40 miles northeast of Alexandria; the Lamar Salter Leesville Campus, 50 miles west of Alexandria; the Oakdale Campus, 40 miles south of Alexandria; the Ferriday Campus, 60 miles east of Alexandria; and

the Ward H. Nash Avoyelles Campus in Cottonport, 40 miles southeast of Alexandria. Figure 2.9 breaks down student enrollment by campus.

Figure 2.9 – CLTCC Campus Enrollment



A survey was conducted to determine the demographics and commuting habits of current CLTCC students; 118 students, or about 10 percent of the student body, responded (see Appendix A for a copy of survey results). Just over half of the students are pursuing associates degrees; the remaining half is evenly split between workforce development and continuing education.

In addition to having a "high" rating on the TNI, DeRidder, Leesville, and Alexandria/Pineville are also the three areas where the highest numbers of CLTCC students reside. Alexandria is home to the main CLTCC campus, and Leesville is home to the Lamar Salter Campus. DeRidder is about 20 miles from Leesville and 50 miles from Oakdale, which also has a CLTCC campus.

The greatest numbers of students live in the combined Alexandria and Pineville zip codes; these cities are currently served by ATrans.

DeRidder has the next greatest concentration of CLTCC students. Leesville and Oakdale are the closest campuses, at 20 and 50 miles respectively. DeRidder, as well as Merryville (which has the fifth highest CLTCC student population), are currently served by City of

DeRidder/Beauregard Transit, which operates demand response trips Monday through Friday from 6:00 a.m. to 5:00 p.m. Beauregard Transit has six vans and one 16-passenger bus available in the area. A round trip ride to Leesville is $16.00 and a round trip ride to Alexandria is $65.00. Other destinations are available by request. Trips must be scheduled a day in advance.

Leesville, the city with the third highest CLTCC population, has the Lamar Salter Campus. In Leesville, the Vernon Council on Aging operates Vernon Parish Public Transit, available to the general public. This service is demand response and operates six vehicles Monday to Friday from 6:00 a.m. to 5:00 p.m. The fare within the city limits is $12.00 for a round trip; travel outside of the city limits is $24.00.

Hessmer, about 10 miles from the Cottonport Campus, is served by Avoyelles Parish Public Transit (APPT),operated by the Avoyelles Parish Council on Aging. APPT travels within the parish and to Rapides Parish. APPT operates 10 vehicles Monday to Friday from 6:00 a.m. to 6:00 p.m. Fares are based on trip miles.

Transportation for Monterey, which is about 20 miles from the Ferriday Campus, is available to seniors and individuals with disabilities from the Concordia Parish Council on Aging.

The Allen Council on Aging operates demand response service for the general public as Allen Parish Transit, and serves Oakdale, which has a CLTCC campus. Trips must be booked in advance and fares are based on mileage and cost of fuel.

A summary of the top ten zip codes where CLTCC students reside is provided in Table 2.5.

Table 2.5 – CLTCC Students' Home Zip Codes

City	# of Students	Zip Code	Closest Campus	Public Transportation
Alexandria/Pineville	30	71301	Alexandria	ATrans
		71302		
		71303		
		71360		
DeRidder	14	70634	Leesville (20 miles)	Beauregard Transit
Leesville	10	71446	Leesville	Vernon Parish Public Transit
Hessmer	4	71341	Cottonport (10 miles)	Avoyelles Parish Public Transit
Merryville	3	70653	Leesville (40 miles)	Beauregard Transit
Monterey	3	71354	Ferriday (20 miles)	Concordia Parish Council on Aging
Oakdale	3	71463	Oakdale	Allen Council on Aging

Source: *Louisiana Transit Resource Guide*. Louisiana Department of Transportation and Development. http://wwwapps.dotd.la.gov/multimodal/publictransportation/transitresources.

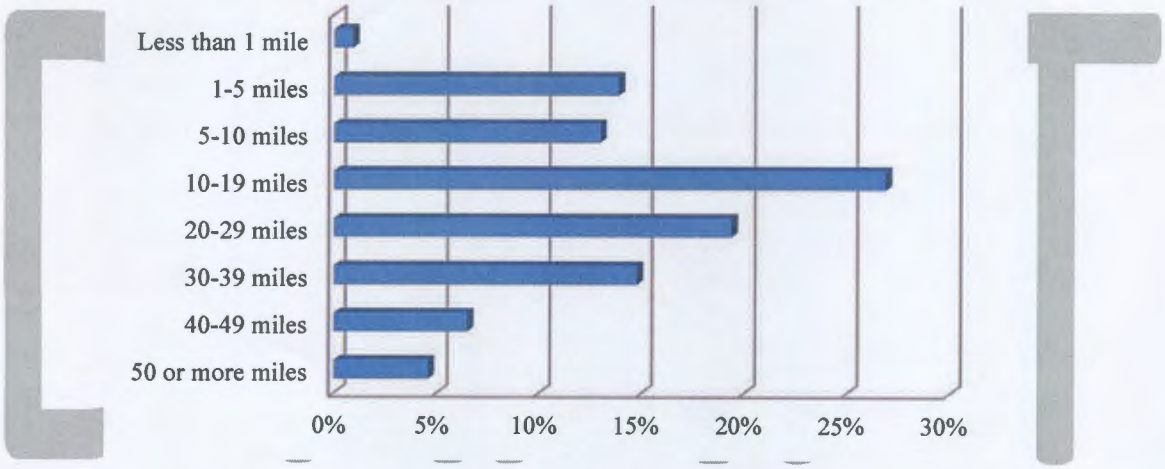
None of the respondents to the survey commute to CLTCC using public transportation. Over 90 percent of students drive their own cars; the remaining 10 percent carpool, ride motorcycles, or are driven by someone else. Ninety-seven percent of students have access to a car, but 11 percent have used public transportation at some point.

The "peak" travel time in the morning for students going to CLTCC campuses is from 6:30 a.m. to 8:00 a.m. with 71 percent of travel taking place during this window. The most students travel to campus between 7:00 a.m. and 7:30 a.m. (39 percent).

The largest numbers of students commute from school to home from 3:00 p.m. to 4:30 p.m. (38 percent) with the most popular travel window being between 3:00 p.m. and 3:30 p.m. (20 percent). None of the respondents commute home after 7:00 p.m.

Just over 61 percent of students have a commute between 10 and 39 miles, with the majority of commutes being between 10 and 19 miles. Twenty-seven percent of students have a commute less than 10 miles (Figure 2.10).

Figure 2.10 – CLTCC Student Commute Distance



A majority of students (68 percent) prefer the convenience of their own car to public transportation.[40] Just over 38 percent cite the lack of available transit where they live as the reason they drive to school. The remaining responses indicate that transit does not go to destinations students need or it is not available when needed. Other deterrents include cost, the increased amount of time required to use transit, and the long distances. The majority of respondents commented that they do not consider public transportation due to the fact that there is no transit available near them. If transit is available, people do not know when it runs, it is not dependable, there are too many transfers, or pick up locations are too far. Based on the public transportation available to the most populous zip codes, service other than ATrans is only offered on a high cost demand response basis during standard working hours with advance notice required.

[40] Note that students were able to select more than one reason for not using transit, so the total equals more than 100 percent.

Most students (68 percent) stated that there were no possible changes that would encourage them to use public transportation.[41] Nineteen percent responded that they would be willing to take transit if they did not have errands to run before, during, or after attending classes; 17 percent would take transit if it stopped closer to their homes; and 10 percent would use transit if it had a lower cost.

Many students responded that saving gas or saving money (47 percent each) are the primary reasons they would be compelled to take public transportation.[42] Having no other option and to better maintain their personal vehicle were the second most popular answers, at 40 percent each.

As recommended by the National Center for Higher Education and Management Systems (NCHEMS) *Assessment of Community College Service Needs in Central Louisiana,* offering more classes, training, and continuing education outside of traditional work hours will further make use of existing public transportation difficult for students and CLTCC users. The majority of students cited the complete lack of public transportation as their main reason for driving their own cars. Some have used public transit in the past, and would be willing to use it to commute to campus, given the right amenities. Providing regional service from outlying parishes into Alexandria has a potential user pool among the CLTCC population, but would likely be difficult to implement in a cost effective way.

Circulator Service

According to the Transit Cooperative Research Board's (TCRP) *Report 11, Elements Needed to Create High Ridership Transit Systems*, existing routes are typically designed to get people in and out of downtown areas; many cities lack an efficient circulator system for moving people around within the downtown. A well-designed and appropriately priced downtown circulator service can address a number of travel needs, including improving both visitor and downtown worker mobility. Such a service can also reduce traffic congestion, improve air quality, and support economic development in the downtown.

A component of the Riverfront Alexandria Design Development (RADD) team's plan in response to the R.I.V.E.R. Act includes a short loop transit circulator associated with the proposed mixed use parking structure. Demand analysis and site selection for the parking structure are discussed in more detail in Chapters 3 and 4.

The parking facility and circulator would serve the new location of CLTCC, as well as other existing and new development, including:

- The riverfront mixed use development;
- Rapides Parish Library;
- Coughlin Saunders Preforming Arts Center;

[41] Note that students were able to select more than one reason for not using transit, so the total equals more than 100 percent.
[42] Note that students were able to select more than one reason for not using transit, so the total equals more than 100 percent.

- River Oak Art Center;
- Hotel Bentley;
- Alexandria Riverfront Center;
- Alexandria Fulton Hotel; and
- Rapides Regional Medical Center.

A stop at the existing transit center on Main Street would connect the downtown circulator into wider ATrans service.

The proposed circulator is designed to be convenient walking distance to amenities. The goal of the parking facility and circulator is to reduce the density of single passenger vehicles traveling within the existing street grid of downtown by offering convenient and ample structured parking on the periphery with access to key downtown amenities, and to in turn encourage increased walking and cycling.[43]

Based on case studies of other downtown circulators,[44] the primary factors to consider in development of the service are:

- **Funding** - A stable, reliable funding source is needed. Funding, especially for operations, has been a major constraint for circulators, or the primary reason services have been discontinued or not implemented. A subsidy is required to operate; circulators do not make money. The most common funding arrangement seen among case studies is for the transit agency to pay all costs. The private sector may provide funding through downtown businesses or business improvement districts.
- **Branding** – Branding of service, vehicles, and stops is key to establishing an identity, especially if services are targeting tourists, visitors, or individuals who do not normally ride transit.
- **Routes** – Simple linear routes with frequent, reliable, and free service are ideal. An understanding of typical walking distances and attitudes toward walking is needed.
- **Targeted riders** – The most common targeted markets are employees and tourists, although many circulators serve multiple markets. Circulators with high ridership are more likely to operate on Saturday and Sunday, but after controlling for the number of days per week of operation, median ridership and productivity are highest on weekdays. Case studies also indicate that circulators targeted to tourists have higher success rates.
- **Partnerships** – Partnerships are critical to support the provision of services.
- **Size** – Small cities will have limited ridership. Based on case studies, towns with populations of several hundred thousand rarely had daily ridership as high as 1,000 on downtown circulators.

[43] *Plan of Action for Cooperative Development Request for Qualifications for Purposes of Public Partnering – R.I.V.E.R Act RADD Response to Six Feasibility Questions*, May 2015.
[44] *Synthesis 87, Practices in the Development and Deployment of Downtown Circulators*. Transit Cooperative Research Program, 2011.

- **Expectations** – The circulator itself is unlikely to act as an attractor to bring investment to the downtown area.
- **Flexibility** – As the downtown area changes, the service should be able to change to meet new needs. To understand needs, feedback from large employers, visitors' bureaus, convention centers, and hotels can help to plan effectively for service span, route alignment, and regional connections, and to avoid duplication and coordinate with private shuttle operators.
- **Maintenance** – It is important to consider the cost of maintenance for vehicles; for example, can an operator accept higher maintenance costs in exchange for an environmentally friendly electric or hybrid vehicle?

A circulator service has potential for the downtown area. In Alexandria, it is anticipated that the circulator will serve several types of trips, described in Table 2.6.

Table 2.6 – Circulator Trips

Internal weekday trips	Employee lunch trips (downtown employees riding the circulator to lunch)
	Home-based work trips (downtown residents riding the circulator to work)
	Home-based non-work trips (downtown residents riding the circulator to dinner, shopping, etc.)
External weekday trips	Employee peripheral parking (downtown employees park at the proposed mixed use parking structure and ride the circulator to work)
	ATrans (employees transfer at the transit terminal and take the circulator to work)
	External home-based non-work trips (visitors park at the proposed mixed use parking structure and take the circulator to downtown attractions)
Weekend	Internal home-based non-work trips
Weekday and weekend	Special events (event attendees park at the proposed mixed use parking structure and take the circulator to special events)

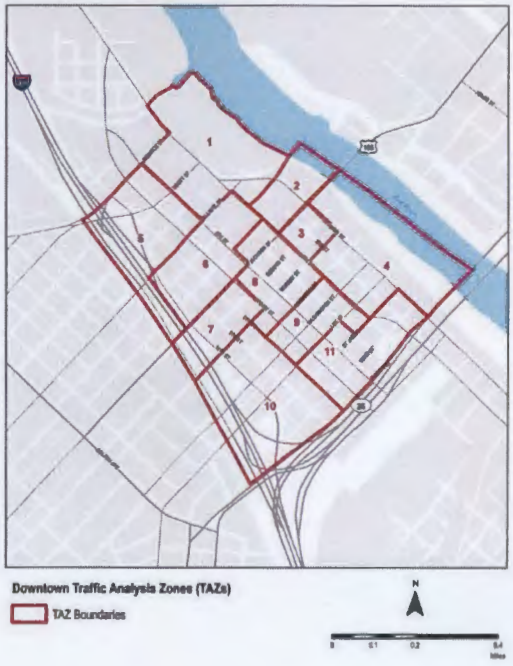
CHAPTER 3 – DEMAND ANALYSIS

After reviewing the potential transit needs in central Alexandria based on existing and planned development, it was determined that a circulator service could provide easier mobility around the downtown area. The Riverfront Alexandria Design Development (RADD) plan's proposed mixed use parking facility could support the anticipated influx of redevelopment downtown and the circulator service. As detailed in this chapter, the analysis of parking demand downtown was used to determine the size of the proposed multimodal facility. The demand analysis includes all of the current redevelopment projects downtown, a commercial level in the multimodal facility, and planning information discussed previously in this document.

Approach

The Goodman Corporation (TGC) looked at data from multiple sources to determine future parking needs. TGC used the travel demand model (TDM) from the Rapides Area Planning Commission (RAPC) to run scenarios using standard conditions in order to determine current and future daily demand from employees and visitors to the downtown area. The RAPC is the Metropolitan Planning Organization (MPO) for Alexandria and Pineville and is required to develop a long-range plan. This plan typically covers a 25-year forecasting period and requires the development of models to project future transportation and traffic demand in an MPO area. The travel demand model was not modified or adjusted during the demand analysis. Travel demand models use specialized boundary files, or traffic analysis zones, to run scenarios using transportation data. Traffic analysis zones for downtown Alexandria are identified in Figure 1.

Figure 1 – Traffic Analysis Zones



While the TDM was used to forecast travel and parking demand out to 2035, several projects began development after the completion of the long-range plan in 2011 and were left out of the model. To account for the associated demand with the new projects like the Central Louisiana Technical Community College (CLTCC) campus and the riverfront development, TGC used the Institute of Transportation Engineers'(ITE) parking generation models to predict future parking demand for projects left out of the long range plan.

Other data sources reviewed during this demand analysis include Longitudinal Employer-Household Dynamics (LEHD) data from the U.S. Census, which was used to verify the travel demand model for employee parking.

Methodology

This analysis used the approach discussed in the previous section to create a methodology to determine parking demand and conditions for the year 2025. The methodology provides a look at current and future parking demand versus the current parking supply in the downtown area.

First, a baseline demand for current 2015 parking conditions was determined, including current employees and visitors traveling to the downtown area, based off of the RAPC travel demand model and U.S. Census data. The analysis considered the same data for forecasted 2025 parking demand and conditions.

The parking demand from the development projects was generated through model programming. The analysis of parking demand also looked at the possibility of a level of retail or commercial space located in the parking facility. This shell space could potentially be used as a station for intercity bus service in the future.

2015 Baseline Parking Demand

In 2015, the parking supply in downtown Alexandria is 6,550, of which 5,690 are off-street spaces and 860 are on-street spaces.[45] Most off-street parking is dedicated to a particular business, such as the medical center or the county courthouse. The 860 on-street parking spaces are located around the downtown area and are provided at no cost.

RAPC's travel demand model projects that there are 5,270 Home Based Work Person Trips (HBWPT) to the downtown area. This accounts for residents in the Alexandria metropolitan area traveling to the downtown area for work. From the 5,270 trips, the demand analysis must account for transit riders and employees that carpool to determine the total number of HBWPT vehicles in the downtown area.

The transit modal split determines the number of employees using transit. A commonly accepted standard mode split of 2.4 percent[46] was used for this methodology, resulting in 126 transit riders. Transit riders were then subtracted from the total HBWPT to downtown, leaving 5,143 employees traveling by auto vehicle to downtown for work. The carpool standard rate is 1.06 employees per car. When applied to 5,143 HBWPT, there are 4,852 vehicles with employees in need of parking spaces in the downtown area.

The U.S. Census Bureau's LEHD data for Alexandria states that there are 7,240 people employed in the downtown area. LEHD data looks at where payroll is distributed; therefore, it

[45] Downtown Alexandria Now - Page 27
[46] Census FactFinder for the City of Alexandria: http://factfinder.census.gov

may not reflect where employees actually are, but where their financial departments are located. The Rapides Parish School Board is located in downtown Alexandria and distributes payroll to teachers throughout the parish, so teachers may be reported as downtown employees who work outside of the City.

The total available parking spaces downtown are 6,550 and the total work vehicles are 4,852. Removing work vehicles from the total number of parking spaces leaves 1,698 spots. This amounts to the total number of available spaces for visitors to the downtown.

According to the travel demand model, there are 12,044 total daily vehicle trips to the downtown area. Transit mode split and carpool riders are accounted for in the 12,044 total. After subtracting the total work based vehicle trips from the total daily vehicle trips, there are 7,192 daily vehicle trips that are considered visitor trips. There are 1,698 visitor parking spaces available, which divided by total daily visitor trips of 7,192 equals 23.61 percent. This percentage of visitor parking spaces to visitors ratio was used to estimate visitor parking demand in 2025.

Forecasted 2025 Parking Demand

RAPC's travel demand model projects that there are 5,349 HBWPT to the downtown area in 2025. Using the standard mode split of 2.4 percent, the analysis determined there will be 128 workers that use transit to get to work. Therefore, there will be 5,221 employees travelling to downtown for work in a vehicle. Using the standard rate for employees utilizing carpools of 1.06, there are 4,925 work based vehicles with employees needing parking spaces.

According to the travel demand model, there are 14,763 total daily vehicle trips to the downtown area. Transit mode split and carpool riders are accounted for in the 14,763 total. The total daily visitor trips were calculated by taking total daily auto vehicle trips of 14,763 and subtracting total employee vehicles of 4,925, which equals 9,838 as the total number of visitor vehicles in 2025.

As determined for the 2015 visitor parking demand, the percentage of visitor parking spaces to visitor ratio was determined to be 23.61 percent. By applying that percentage to the total number of visitor vehicles of 9,838, the resulting visitor parking demand is 2,323.

Proposed Development Parking Demand

TGC estimated parking demand for the proposed Riverfront Activity area and Mixed Use Facility under the following assumptions:

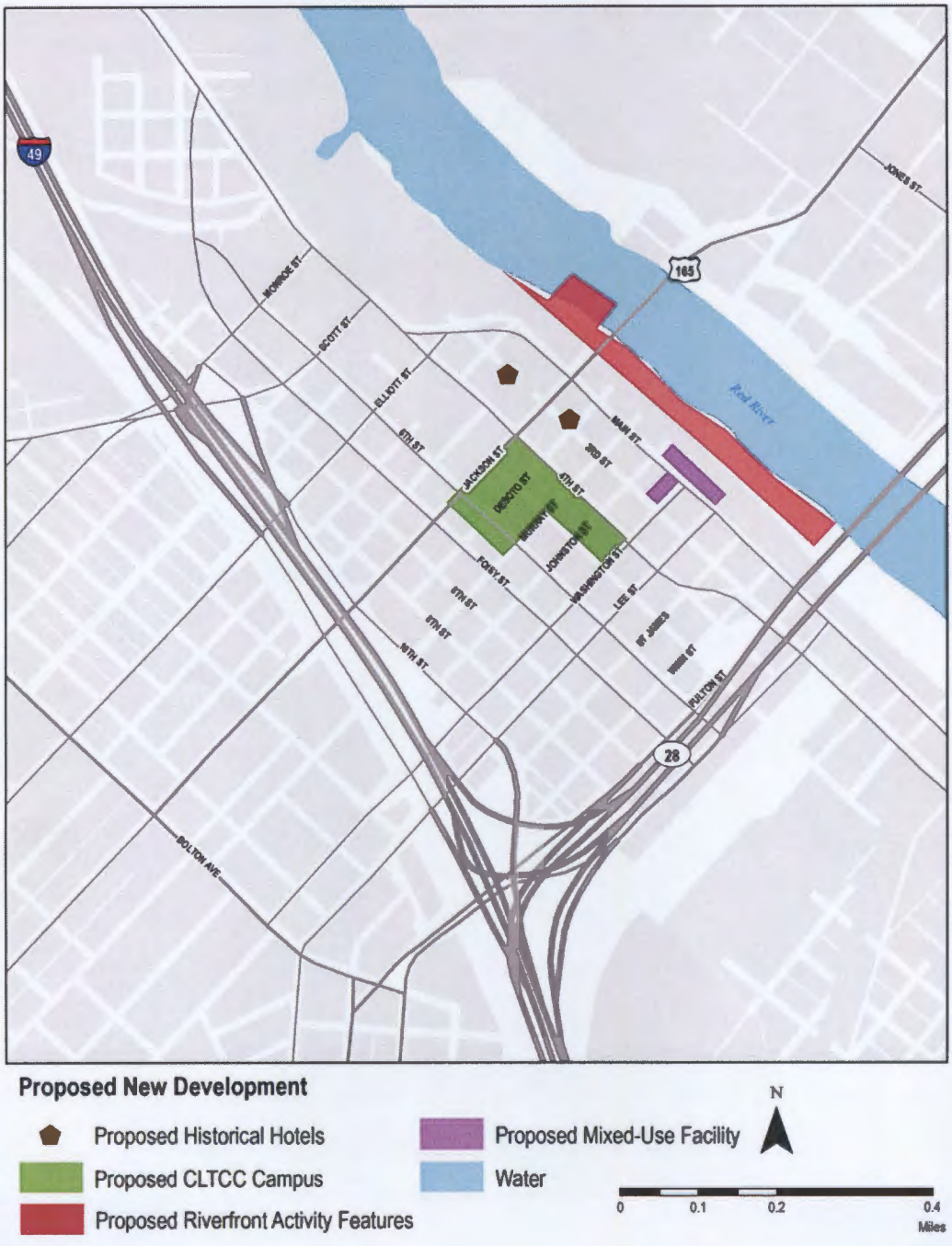
- **Riverfront Activity Features:** Based on proposed development of the Riverfront, approximately 11 acres (478,245 square feet) was assigned to a mix of park, recreational, waterfront, and entertainment uses.
- **Mixed Use Facility:** Based on a proposed development of a Mixed Use Facility with a building footprint of 30,000 square feet, for the purposes of this study 75 percent or 22,500 square feet was assigned to retail, and 25 percent or 7,500 square feet was

assigned to high quality and high turnover restaurants. Vertical development of rental housing was not included in the parking demand estimate under the assumption that all residential parking needs will be accommodated on site.

- **Riverfront Event Center:** A Riverfront Event Center was proposed but the size and capacity is undetermined. For this purposes of this study, there is an assumption that current amphitheater, a 385-seat facility, will be redeveloped.
- **Terminal and Parking Garage Mixed Use Development:** For the purposes of this study, 10,000 square feet of mixed use space will be developed on the ground floor of the terminal and parking facility.
- **Projects with Dedicated Parking:** Other assumptions include the development of the new CLTCC campus and the restoration of two historic hotels with associated parking facilities for the multiple locations. In the Downtown Alexandria Now! Plan, this parking demand is 360.[47]

[47] Downtown Alexandria Now - Page 27

Figure 2: Location of the Proposed Development



Under these assumptions, third generation ITE parking generation rates were used to determine parking demand for each development project.

Table 3.2 – Parking Demand for New Development			
	Parking Generation/Unit	**Units**	**Parking Demand**
Riverfront Activity Features	16 spaces/acre	11	176
Mixed Use Retail	2.65/1,000 GFA	22,500	60
Mixed Use High Quality Restaurant	15.4/1,000 GFA	2,500	39
Mixed Use High-Turnover Restaurant	5.5/1,000 GFA	5,000	28
Riverfront Event Center	0.26/seat	385	100
Terminal Mixed Use Retail	2.65/1,000 GFA	10,000	27
Total			430

Total Demand for 2025 Parking Spaces

From the three demand analyses, a total demand for parking in 2025 was determined.

Table 3.3 – Total Demand for 2025		
Components	**2025 Model Year**	**Source**
Daily Downtown Employees	5,349	TDM
Employee Parking Demand	4,925	TDM
Daily Downtown Visitors	10,596	TDM
Visitor Parking Utilization Rate	23.61%	Based on existing rate
Visitor Parking Demand	2,323	
Parking Demand from New Development	430	ITE Parking Generation
Total Parking Demand	7,678	
Total Parking Supply	6,550	Downtown Alexandria Now!
Parking Deficit	**1,128**	

Parking Demand for the Multiuse Facility

Based on the data from the travel demand model and ITE parking generation, 7,678 parking spaces will be needed in downtown Alexandria in 2025. This does not include 360 spaces for the CLTCC campus or the spaces associated with the hotel restorations, which are anticipated to have dedicated parking. Based on the current parking supply, there is a parking deficit of 1,128 spaces.

For the proposed parking facility, a conservative approach is recommended; this approach would supply enough spaces to meet the demand for the new developments that have no dedicated parking. This would result in 430 spaces to accommodate demand for the Riverfront Activity Features, Mixed-Use Retail, Mixed-Use High Quality Restaurant, Mixed-Use High Turnover Restaurant, Riverfront Event Center, and Facility Mixed-Use Retail.

Potential Changes to Future Demand

There are several policies that have the potential to change parking demand in the downtown area in the future. According to best practices outlined in the Metropolitan Planning

Commission's Parking Policies to Support Smart Growth,[48] communities can implement changes to parking policies and programs that are supportive of Smart Growth and Transit-Oriented Development (TOD), such as reducing parking requirements, managing and financing parking districts, and designing parking to fit within the community.

Changes to the parking policies could include:

- **Changes to On-Street Parking Policy.** Alexandria has to the potential to either eliminate or begin charging for on-street parking. Alexandria can modify public parking by shortening time limits.
- **Shared Parking Policy.** Alexandria can implement shared parking policies to encourage employers to user peripheral parking for employees. To make new development contribute to the supply of parking in the downtown, Alexandria can eliminate the parking district exemption and implement in-lieu fees for those who can't or don't want to provide on-site parking.
- **Parking Maintenance Policy.** Alexandria can establish a Downtown Parking Capital and Maintenance Fund to hold revenues generated to pay for parking facilities.

There is also potential for other uses for the facility through the CLTCC: some facility space could provide vocational training, including on-site maintenance of vehicles by students in partnership with ATrans.

[48] http://www.mtc.ca.gov/planning/smart_growth/parking/parking_study/parking_policies_flyer-web.pdf

CHAPTER 4 - SITE SELECTION

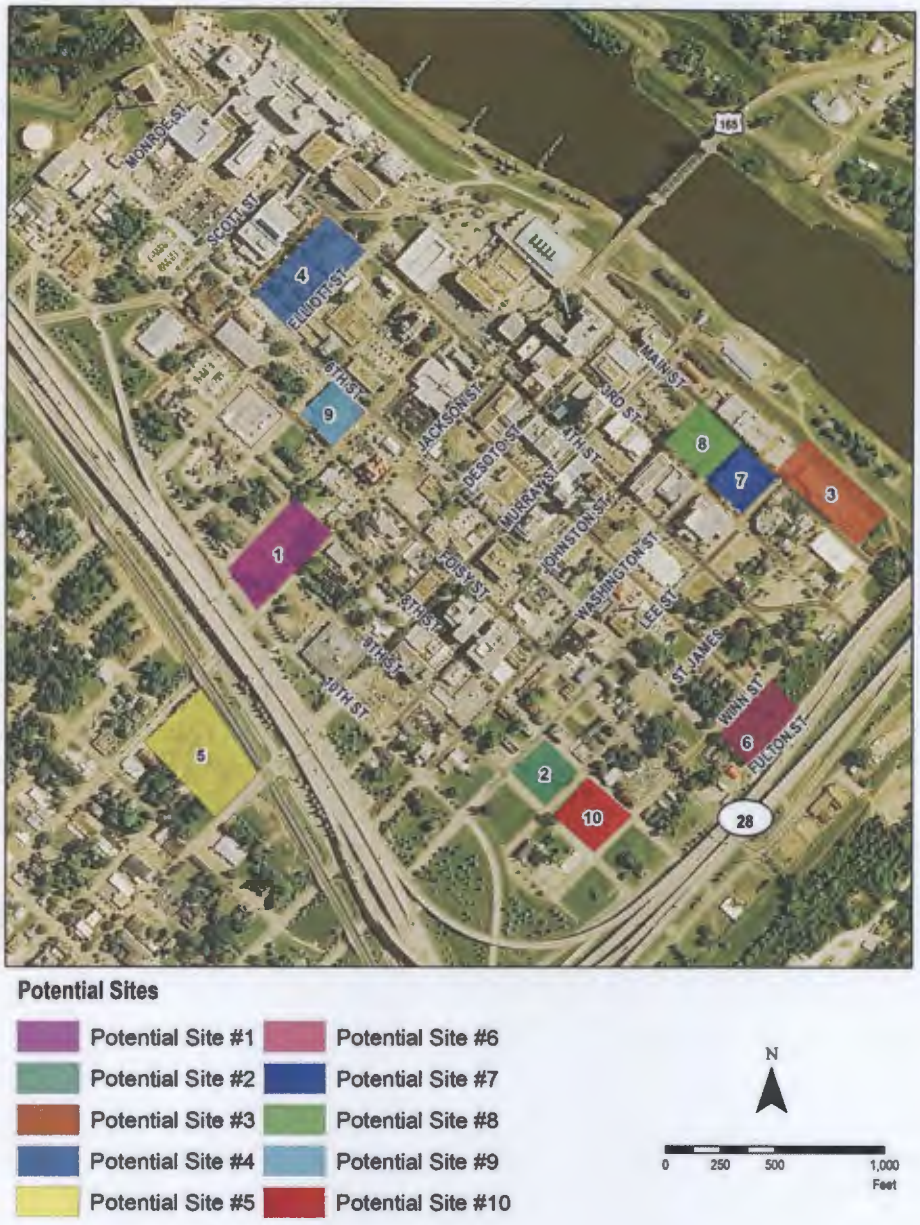
Introduction

This chapter describes the approach for determining a feasible candidate site for the proposed parking facility. The first step of the site selection was identification of potential locations within the downtown study area. Ten sites were identified from aerial imagery as potential candidate sites (Table 4.1 and Figure 4.1). All candidate sites were perceived to be vacant or underused and included at a minimum of one square city block within a half-mile radius of the current ATrans transit terminal, located at Murray Street and Main Street.

Table 4.1 – All Candidate Sites

Site Number	Location
1	Jackson Street & 9th Street
2	Lee Street & 8th Street
3	Lee Street & Main Street
4	Elliott Street & 5th Street
5	Jackson Street & 13th Street
6	Fulton Street & 6th Street
7	Lee Street & 3rd Street
8	Johnston Street & Main Street
9	Fisk Street & 6th Street
10	St. James Street & 8th Street

Figure 4.1 – All Candidate Sites



The project team went to Alexandria to examine all candidate sites and determine *if they* met the criteria looked at during the aerial imagery review. After further discussion with City staff, six sites were removed for consideration based on several factors.

Table 4.2 – Site Selection		
Site Number	**Location**	**Potential Site**
1	Jackson Street & 9th Street	Removed from consideration. Site is no longer vacant. Site had ongoing construction during on site visit.
2	Lee Street & 8th Street	Potential Site
3	Lee Street & Main Street	Removed from consideration. City prefers the use of a vacant building next to existing transit terminal.
4	Elliott Street & 5th Street	Removed from consideration. Site rejected due to active business located on site.
5	Jackson Street & 13th Street	Removed from consideration. Site is outside of downtown area. Pedestrian access is undesirable due to slope under highway and railroad track crossing.
6	Fulton Street & 6th Street	Removed from consideration. Site is undesirable due to high vehicle traffic and current topographic issues.
7	Lee Street & 3rd Street	Removed from consideration. City prefers the use of a vacant building next to existing transit terminal.
8	Johnston Street & Main Street	Potential Site
9	Fisk Street & 6th Street	Potential Site
10	St. James Street & 8th Street	Potential Site

Figure 4.2 – Site Selection

Site Selection Criteria

The four potential sites were compared against three categories of criteria, including site issues, neighborhood impacts and economic factors. Site issues encompass the current conditions and landscapes of the potential sites. Neighborhood impacts encompass how development fits within future plans. Economic factors encompass the costs associated with acquiring and maintaining the future development. Within those broader categories, the following criteria were weighted based on degree of impact that factor may have on the selection process:

Site Criteria

- **Size:** The site should be a minimum of 40,000 square feet to accommodate existing and future parking demand. *(Weighting: 2.0)*
- **Vehicle Site Access:** Facility should be easily accessible to drivers traveling downtown. *(Weighting: 2.0)*
- **Pedestrian Access:** Since some patrons may prefer walking to reach surrounding uses, a site that is linked by good pedestrian infrastructure is preferred. *(Weighting: 1.0)*
- **Access to Goods and Services:** Sites adjacent to or that have good connectivity to goods and services are preferred over isolated sites. *(Weighting: 1.0)*
- **Environmental Risks**: Environmental considerations include potential risks from past or current uses. A site that has no or limited probability of generating an environmental mitigation cost is preferred over a site with potential environmental liabilities. *(Weighting: 1.0)*
- **Historic Structures:** Sites that contain or may impact historically significant structures are not preferred. Sites that are adjacent to or otherwise visually impact historically important locations will require an evaluation by the State Historical Preservation Offices (SHPO). Sites that contain any structure older than 45 years will require an evaluation by the SHPO to determine its historical significance. In the event a historically significant structure is adversely impacted, mitigating measures may be required to preserve and/or protect the structure. *(Weighting: 1.0)*
- **Visibility:** A site with good visibility is preferred over a site that is isolated and/or difficult to find. Good visibility allows users to find the site easier and may make the development more attractive to potential joint development activity. *(Weighting: 2.0)*
- **Traffic Impacts:** Additional automobile and bus traffic generated by the proposed facility may impact existing traffic patterns. Sites with adequate roadway capacity would be preferred over more congested sites. The volume to capacity (v/c) ratio is a measurement of the existing volume of traffic on the roadway as compared to the roadway's design capacity[49]. *(Weighting: 1.0)*

[49] http://wwwapps.dotd.la.gov/engineering/tatv/

Community Integration

- **Compatibility with Adopted Plan(s):** A particular site may be either conducive to or in conflict with plans of other stakeholders in the same area. *(Weighted: 1.0)*
- **Revitalization Impact:** Sites located in areas where they can positively impact revitalization and/or redevelopment efforts are preferred over sites where there is little or no revitalization or redevelopment impact. *(Weighted: 1.0)*

Economic Factors

- **Joint Development Opportunities:** By considering public/private partnerships, the City can reduce their capital investment and operating costs. *(Weighted: 2.0)*
- **Ease of Acquisition:** Sites under single ownership are preferred over sites with multiple owners since the expense and time to assemble property can be considerable. Sites that are either for sale, undeveloped, or vacant, are preferred over sites with active businesses and/or occupied homes. If a site currently contains an active business or occupied home, the project would incur relocation costs. Relocation costs are eligible for reimbursement if federal funds are pursued. However, in the event the property owner is unwilling to sell, acquisition of the property would require condemnation, which would generate increased costs, risks, and time to develop. *(Weighting: 2.0)*
- **Acquisition Cost:** The cost involved in acquiring right-of-way is critical to approval of a site. The evaluation includes a quantitative review of potential land costs by examining and comparing parcel tax values. *(Weighting: 2.0)*
- **Operating Cost:** The cost associated with expansion of transit service related to development of the Facility. *(Weighting: 2.0)*

Site Descriptions

Site 9: Fisk Street & 6th Street. This site encompasses an entire city block and is comprised of six parcels totaling approximately 46,000 square feet. These parcels are controlled by three land owners (see Table 4.3). Besides surface parking there are no other improvements. Land uses immediately adjacent to the site include a church, warehouses, a single family residence, and electric power station.

Table 4.3 – Site 9 Property Owners[1]

PID	Land Use Type	Owner	Assessed Value
2400901780003401	Residential Improvement	Rapides Parish School Board	*$51,285
2400901780003501	Commercial Vacant	Hathorn William D.	*$22,282
2400901780003301	Commercial Vacant	Hathorn William D.	$98,730
2400901780003101	Commercial Vacant	Central LA Healthcare System LP	*$56,238
2400901780003201	Commercial Vacant	Hathorn William D.	$19,500
2400901780003001	Residential Vacant	Hathorn William D.	$86,160
		Total Minimum Estimated Value	**$204,390**

[1]Source:www.actdatascout.com/State/LA/Rapides
*No assessed value data was available. Figure based on average vacant per square foot value of $6.50 derived from the Rapides Parish Assessor's Office website.

Advantages

- Size meets minimum required to accommodate existing and future parking demand.
- North and southbound egress and ingress to the site are accessible from Elliot Street. Fisk Street provides one-way access traveling southbound. Foisy and 6th Streets provide east and westbound access, respectively.
- Pedestrian infrastructure is present around site.
- In close proximity to the new location of the Central Louisiana Technical Community College (CLTCC)and Rapides Regional Medical Center.
- No major environmental considerations have been found.
- No historical structures present on site or affected by proposed terminal.
- No traffic impacts expected. Existing road capacity should be sufficient according to historical ADT counts collected within the project area.
- Property is vacant. No relocation of business or other active uses required.
- Interfaces with two bus routes (Elliot/Harris and Monroe Street/Alexandria Mall).
- Foisy Street is listed on the S.P.A.R.C. plan as a transportation corridor slated for reinvestment.

- The site promotes in-fill and redevelopment of downtown with a multi-use facility on a currently underdeveloped site.

Disadvantages

- Multiple property owners control site.
- Site is costly.
- Compared to the other three sites, there are no existing plans or owner interest for joint development at this time, however the site does lend itself to potential opportunities in the future.
- Requires dedicated circulator or rerouting existing system to carry passengers to major destinations downtown which may negatively impact transit agency's operating costs.

Site 8: Johnston Street & Main Street. This site is rectangular in shape and consists of two parcels that total approximately 55,000 square feet. There is a vacant building once occupied by the Alexandria Daily Town Talk Newspaper, and currently there are no active businesses. The building would need to be demolished in order to accommodate the proposed facility. This site is the most centrally located, but without two-way access on Main Street, inbound traffic to the site is limited to Lee and St. James Streets.

Table 4.4 – Site 8 Property Owners[1]

PID	Land Use Type	Owner	Assessed Value
2400700180000501	Commercial Improvement	Riverside Hospitality LLC	$210,000
2400700180000801	Commercial Vacant	Riverside Hospitality LLC	$55,000
		Total Minimum Estimated Value	**$265,000**

[1] Source:www.actdatascout.com/State/LA/Rapides

Advantages

- Size meets minimum required to accommodate existing and future parking demand.
- Next to existing transit terminal. No dedicated circulator required.
- Pedestrian infrastructure is present around site. Short walk times to major downtown destinations.
- Central location to City Hall, River Oak Arts Center, Coughlin Saunders Performing Art Center, and future R.I.V.E.R. Act improvements.
- No historical structures present on site or affected by proposed terminal.
- No traffic impacts expected. Existing road capacity should be sufficient according to historical ADT counts collected within the project area.
- Property is vacant. No relocation of business or other active uses required.
- Single owner controls site.
- Site has good opportunities for joint development. Site is incorporated in the Riverfront Redevelopment plan.
- Expansion of transit service is not required; therefore, no additional operating costs are expected.

Disadvantages

- In 100-year flood zone.
- Design should try to minimize impact to historical marker on the property (the marker commemorates Old Courthouse Square; none of the historic structures remain at the site).

- Environmental considerations include higher potential for contamination from former printing and newspaper production and flooding issues related to proximity to river.
- Most expensive property. Additionally, removal of existing improvements increases overall construction costs.

Site 10: St. James Street and 8th Street. Similar to Site 9, this site encompasses an entire city block and is comprised of two parcels totaling approximately 54,000 square feet. These parcels are controlled by one land owner (see Table 4.5). The site is vacant with no improvements. Surrounding land uses consist of vacant lots, a church, and single family residential. The proposed project could serve as the catalyst for revitalization in this largely underdeveloped area.

Table 4.5 – Site 2 Property Owners[1]

PID	Land Use Type	Owner	Assessed Value
2400700180030701	Residential Improvement	Lee Gateway Development Co. LLC	*$0
2400700180030601	Residential Improvement	Lee Gateway Development Co. LLC	$94,250
		Total Minimum Estimated Value	**$94,250**

[1]Source:www.actdatascout.com/State/LA/Rapides
*Assessed value included in PID 2400700180030601.

Advantages

- Size meets minimum required to accommodate existing and future parking demand.
- Pedestrian infrastructure is present around site.
- No historical structures present on site or affected by proposed terminal.
- Possible opportunities for public/private joint ventures.
- No traffic impacts expected. Existing road capacity should be sufficient according to historical ADT counts collected within the project area.
- The site is located in a low density part of downtown. A facility as this site could encourage infill and future development as envisioned in the City's THINKAlex Land Use Plan.
- Property is vacant. No relocation of business or other active uses required.
- Good visibility from Interstate 49 and US 167.
- Adequate roadway capacity for additional traffic to facility.
- Single owner controls site.
- Single owner is willing to donate the land for the construction of a facility to the City. There will be no cost associated with acquiring the property.

Disadvantages

- In 100 year flood zone.
- Furthest proximity for interaction with CLTCC and downtown destinations.
- Requires dedicated circulator or rerouting existing system to carry passengers to major destinations downtown which impacts transit system operating costs

Site 2: Lee Street and 8th Street. Similar to Sites 9 and 10, this site encompasses an entire city block and is comprised of 12 parcels totaling approximately 45,756 square feet. These parcels are owned by one land owner (see Table 4.6). The site is next to Site 10, currently with one building on the site. Surrounding land uses consist of vacant lots, a church, and single family residential. The proposed project could serve as the catalyst for revitalization in this largely underdeveloped area.

Table 4.6 – Site 10 Property Owners[1]

PID	Land Use Type	Owner	Assessed Value
2400700180039801	NA	Lee Gateway Development Co. LLC	*$47,796
2400700180029401 **2400700180029901**	Commercial Vacant	Lee Gateway Development Co. LLC	$ 42,200
2400700180029501	Commercial Vacant	Lee Gateway Development Co. LLC	$50,000
2400700180029601	Commercial Vacant	Lee Gateway Development Co. LLC	$ 15,000
2400700180030401	Commercial Vacant	Lee Gateway Development Co. LLC	$ 30,000
2400700180030501	Commercial Vacant	Lee Gateway Development Co. LLC	$ 60,000
2400700180030301	Residential Vacant	Lee Gateway Development Co. LLC	$ 6,000
2400700180030101 **2400700180030001**	Commercial Vacant	Lee Gateway Development Co. LLC	$ 27,400
2400700180030201	Residential Vacant	Lee Gateway Development Co. LLC	$ 6,390
2400700180029701	Commercial Vacant	Lee Gateway Development Co. LLC	$ 2,500
		Total Minimum Estimated Value	**$287,286**

[1]Source: www.actdatascout.com/State/LA/Rapides.
*No assessed value data was available. Figure based on average vacant per square foot value of $6.50 derived from the Rapides Parish Assessor's Office website.

Advantages

- Size meets minimum required to accommodate existing and future parking demand.
- Pedestrian infrastructure is present around site.
- No historical structures present on site or affected by proposed terminal.
- No traffic impacts expected. Existing road capacity should be sufficient according to historical ADT counts collected within the project area.
- Site has been proposed as the location of a new parking facility under the *R.I.V.E.R. Act – Plan of Action for Riverfront Improvements and Recreation Support in the Downtown RADD Submittal* by Barron Heinberg & Brocato and Lee Gateway Development, LLC.
- Good visibility from Interstate 49 and US 167.
- Adequate roadway capacity for additional traffic to facility.

- Possible opportunities for private joint ventures.
- Single owner controls site. Single owner is willing to donate the land for the construction of a facility to the City. There will be no cost associated with acquiring the property.

Disadvantages

- In 100 year flood zone.
- Property is not entirely vacant. Buildings would need to be demolished in order to accommodate the proposed Facility.
- Requires dedicated circulator or rerouting existing system to carry passengers to major destinations downtown which impacts transit system operating costs.

Ranking of Potential Sites

The four candidate sites were ranked relative to one another and the criteria, with the site ranked the highest given a value of "1", and the second highest given a "2", and so on.. If sites met a criterion equally, they were assigned the same value. The sites were ranked against the criteria in Table 4.7 using a scale from 1 to 5 and weighted in importance using a scale from 1 to 2 with 2 reflecting the most important criteria and/or criteria for which mitigation is difficult. The approach is a ranking of the sites relative to one another and not a scoring of sites relative to the criteria. The results are reflected in Table 4.7.

Table 4.7 – Site Selection Comparison Matrix

	INITIAL RANKING				*FINAL RANKING*				
Factors	*Site 9*	*Site 8*	*Site 10*	*Site 2*	*Weight*	*Site 9*	*Site 8*	*Site 10*	*Site 2*
Size	5	5	5	5	2	10	10	10	10
Site Access Convenience	5	4	5	5	2	10	8	10	10
Pedestrian Access	5	5	5	5	1	5	5	5	5
Access to Goods and Services	4	5	3	4	1	4	5	3	4
Environmental Risks	5	3	3	3	1	5	3	3	3
Historic Structures	5	3	5	5	1	5	3	5	5
Visibility	4	5	3	4	2	8	10	6	8
Traffic Impacts	5	5	5	5	1	5	5	5	5
Compatibility with Adopted Plans	5	5	5	5	1	5	5	5	5
Revitalization Impact	5	5	5	5	1	5	5	5	5
Joint Development Opportunities	3	4	5	5	2	6	8	10	10
Ease of Acquisition	3	4	5	5	2	6	8	10	10
Acquisition Cost	4	3	5	5	2	8	6	10	10
Operating Cost	3	5	3	3	2	6	10	6	6
Total	**61**	**61**	**62**	**64**		**88**	**91**	**93**	**96**

This evaluation indicated that Site 2 is the highest ranked alternative of the four candidate sites. Final observations include:

Site 9 shares similar physical features and surrounding uses to Site 10. While this site could serve as an anchor to the west side of downtown, acquisition may prove challenging both in terms of cost and multiple ownership. Additional costs associated with rerouting and/or service expansion is another factor.

Site 8 scored well because it is the most centrally located, provides short walking distances with desirable pedestrian connections to downtown destinations, and does not require modifications to the existing transit system. However, since interest in this site has already been conceptualized as part of a multi-story mixed use facility component of the R.I.V.E.R Act, utilizing this site for what is largely a parking facility may not be the highest and best use of this property.

Site 10 shares similar features and surrounding uses to Site 2 due to their proximity. However, this site is farther away from the new CLTCC campus and other downtown locations. Additional costs associated with rerouting and/or service expansion is another factor.

Site 2 scored the highest compared to Site 10 and Site 8 by a slim margin. This site balances lack of access to goods and services with high marks for size and site access. The provision of adequate sidewalk infrastructure enabled all four sites to receive identical scores for pedestrian access. Similarly, all four sites support the City's vision to promote in-fill and redevelopment downtown. A lack of mixed use development in this area provides a good opportunity for integration of neighborhood oriented uses in the Facility. Moreover, the owner has expressed a willingness to donate and potentially facilitate a joint development effort, including this property in the *R.I.V.E.R. ACT – Plan of Action for Riverfront Improvements and Recreation Support in the Downtown RADD Submittal* by Barron Heinberg & Brocato and Lee Gateway Development, LLC.

Next Steps

The next steps will include performing a Phase I Environmental Site Assessment on the preferred site. The Phase I will document floodplain, historical, hazardous materials, and other relevant factors for the facility and pedestrian/transit access improvements. Environmental approval by the Federal Transit Administration (FTA) is required prior to use of federal funds for construction and is a pre-requisite for obtaining a Letter of No Prejudice (LONP).

CHAPTER 5 – BUILDING PROGRAM

This chapter outlines two building program scenarios resulting from the demand analysis and the site selection process. The building programs allocate space for retail/commercial use and local transit. This chapter also presents floor layouts, building renderings, and preliminary construction cost estimates for each outlined building program.

Building Program

Total (building and ground) square footage for each of the two scenarios of the parking garage mixed use development is 252,748 square feet, or 5.8 acres. *Scenario 1* comprises 11.5 percent, or 29,083 square feet, of building space and 88.5 percent, or 223,665 square feet, of grounds. *Scenario 2* comprises 10 percent, or 29,083 square feet, of building space and 90 percent, or 223,665 square feet, of grounds. Grounds consist of transit vehicle slips, parking, circulation, sidewalks, and landscaping (see Tables 5.1 and 5.2).

Table 5.1 – Total Square Footage by Use for Scenario 1

	Building	*Grounds**	*Total for Site (Square Feet)*
Transit	13,832	217,545	231,377
Retail/Commercial	15,251	6,120	21,371
Total	**29,083**	**223,665**	**252,748**

*** Includes parking, circulation, sidewalks, landscaping, etc.**

Table 5.2 – Total Square Footage by Use for Scenario 2

	Building	*Grounds**	*Total for Site (Square Feet)*
Transit	9,593	221,150	230,743
Retail/Commercial	15,732	6,273	22,005
Total	**25,325**	**227,423**	**252,748**

*** Includes parking, circulation, sidewalks, landscaping, etc.**

Scenario 1

Scenario 1 consists of a five-story facility that accommodates retail/commercial uses in levels one and two. The garage can be accessed by cars from 8th and 9th Streets. Transit vehicles can access the facility from Lee Street. There is a covered bus pull-in for easy access. The facility has 414 auto parking spaces and (X) bike racks. Figures 5.1 – 5.3 illustrate the floor layouts for each level.

Figure 5.1 – Level One or Ground Floor

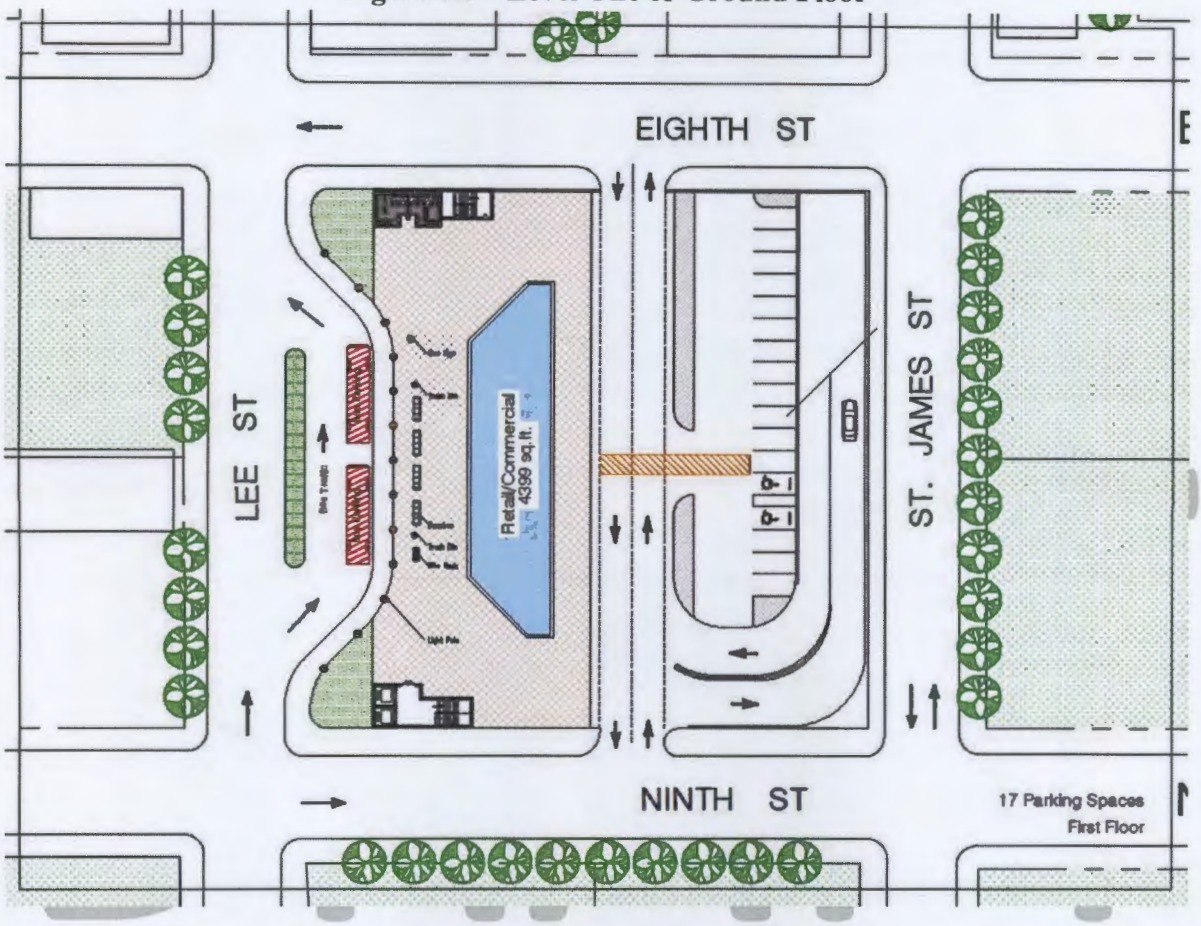


Figure 5.2 – Level Two

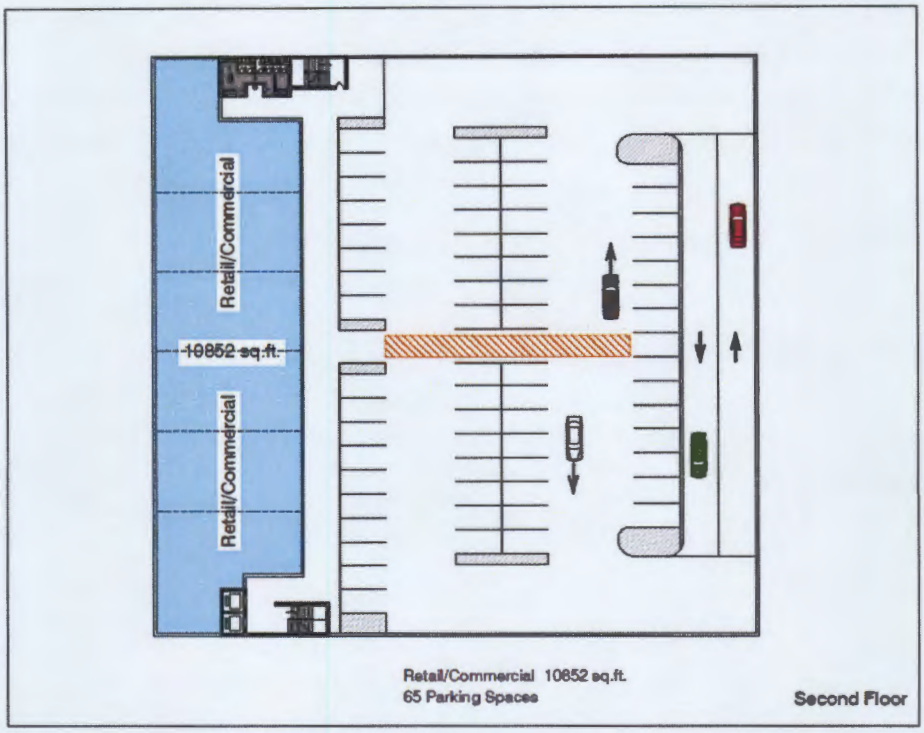


Figure 5.3 – Level Three through Level Five

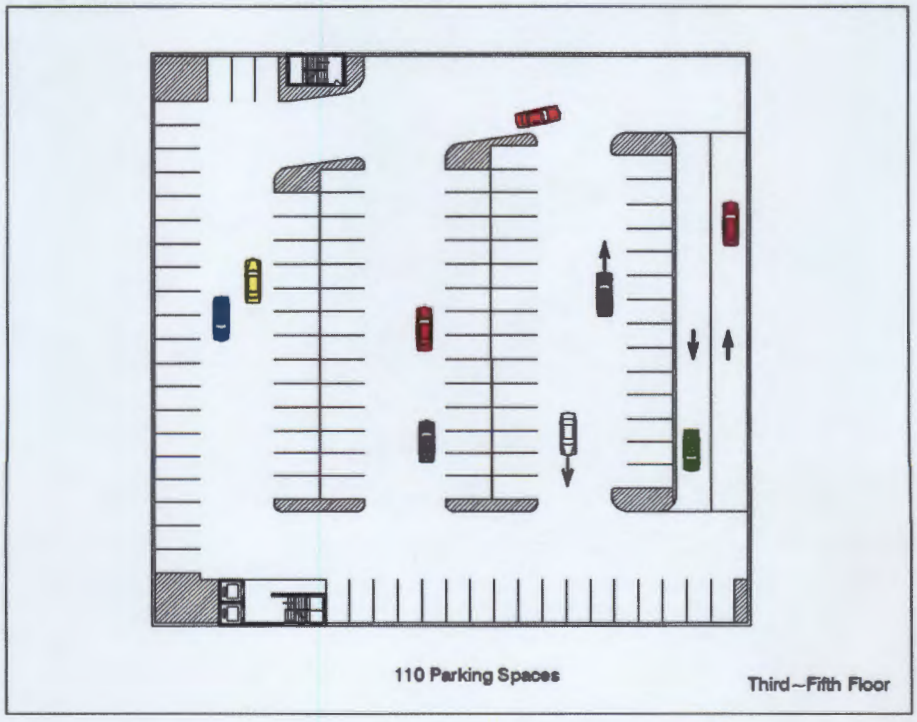


Figure X. 4 – Rendering of Scenario 1 (*Rendering is pending*)

Scenario 2:

Scenario 2 consists of a five-story facility that accommodates retail/commercial uses in level one. Like Scenario 1, the garage can be accessed by cars from 8th and 9th Streets and by transit from Lee Street. The facility has 466 auto parking spaces. Figures 5.5 – 5.7 illustrate the floor layouts for each level.

Figure 5.5 – Level One or Ground Floor

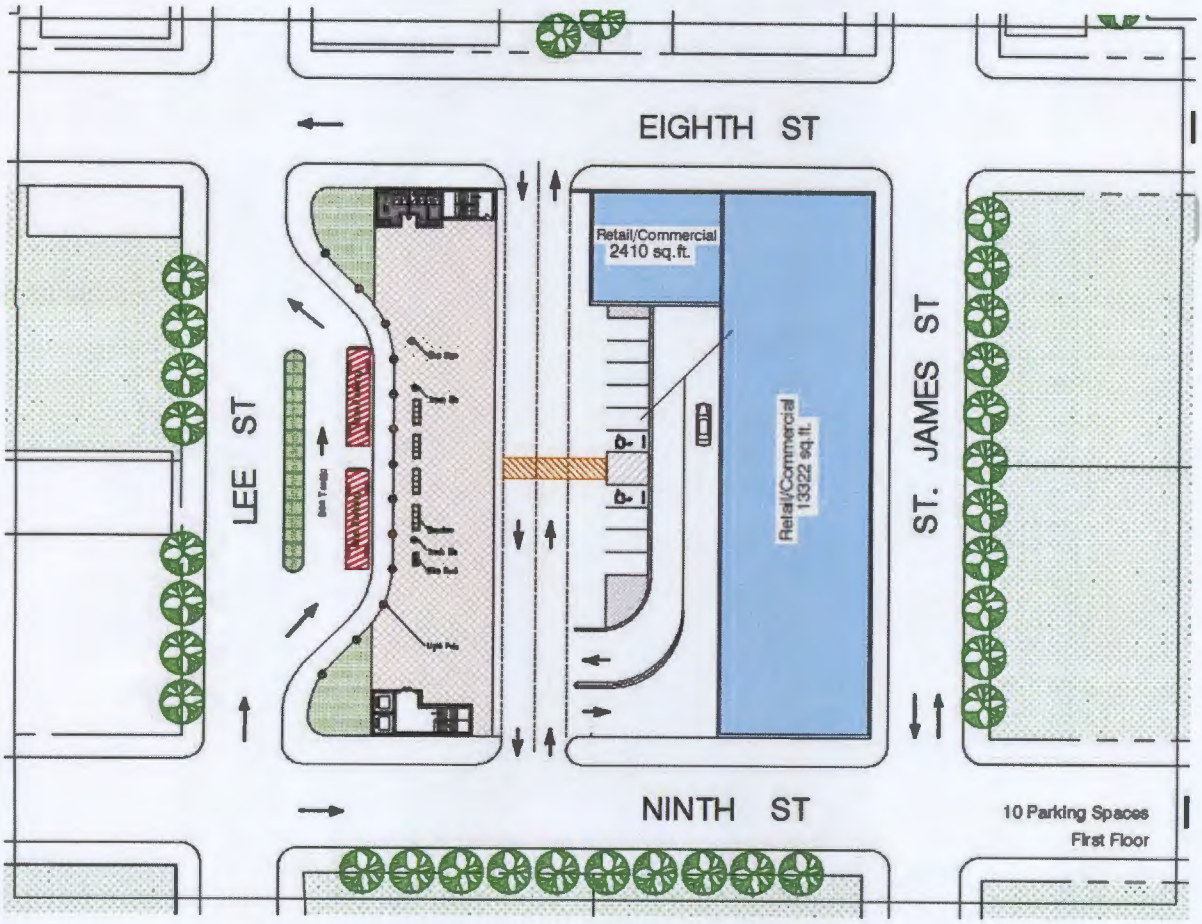


Figure 5.6 – Level Two through Level Five

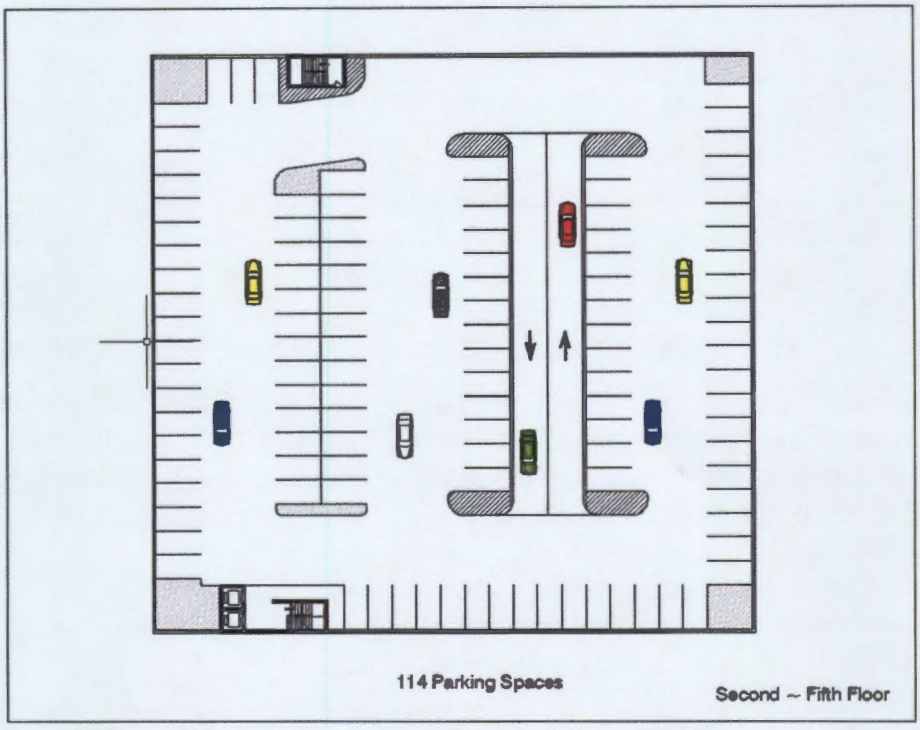


Figure 5.7– Rendering of Scenario 2 (*Rendering is pending*)

CHAPTER 6 – EXISTING CONDITIONS

Introduction and Background

Federal provisions enable grant recipients to fund access enhancements and improvements within a half-mile radius of any transit facilities and services.[50] This half-mile capture area used for evaluating existing conditions in Alexandria includes the majority of the downtown area. Improvements eligible for funding are transit shelters, sidewalks, curbs, ramps compliant with the Americans with Disabilities Act (ADA), landscape barriers between pedestrians and vehicles, benches, trash cans, pedestrian-oriented lighting, and hike-and-bike trails. When local authorities invest local funds to improve pedestrian infrastructure within a half-mile of transit facilities, certain capital items may become eligible for future Federal Transit Administration (FTA) reimbursement and/or can be used as local share for grant funding. In order to qualify for federal reimbursement, the procurement and construction process must be "federalized;" i.e. the processes must meet all federal procurement and construction guidelines and should be carried out as if the project were already federally-funded.

An existing conditions inventory was created that focused on major pedestrian-transit corridors that would serve the new Central Louisiana Technical Community College (CLTCC) campus location, as well as those identified as key areas for improvement in the City's Special Planned Activity Redevelopment Corridors (SPARC) project, the THINKAlex comprehensive plan, and other pertinent development documents. The field survey reviewed the conditions of sidewalks, driveways, curbs, landscaping, pedestrian-level lighting, ADA-compliant ramps, and crosswalks. The creation of these inventories is one of the important components in receiving a Letter of No Prejudice (LONP) from the FTA. The LONP will enable the protection of local expenditures related to the potential construction of pedestrian-transit access improvements. The LONP can enable Alexandria to reimburse such expenditures with future federal funding and/or use the value to match future federal funding.

Field surveys were performed to create inventories for the following corridors (see Figure 6.1):

- Main/2nd Street between Jackson Street and Fulton Street/Pineville Expressway;
- 6th Street between Jackson Street and Fulton Street;
- Foisy/7th Street between Jackson Street and Fulton Street;
- 8th Street between Jackson Street and Winn Street;
- Jackson Street between Main/2nd Street and 10th Street;
- Murray Street between Main/2nd Street and 10th Street;
- Johnston Street between Main/2nd Street and 10th Street; and
- Lee Street between Main/2nd Street and 10th Street.

[50] *Federal Register* / Vol. 76, No. 161 / Docket No. FTA-2009-0052 / Friday, August 19, 2011.

Figure 6.1 – Existing Conditions Corridors

Study Corridors

The methodology for performing the corridor inventory is described below.

- **Identify corridors to be inventoried:** Corridor segments were selected and cut into smaller sections called "block faces." A block face is one side of a street between two intersections.

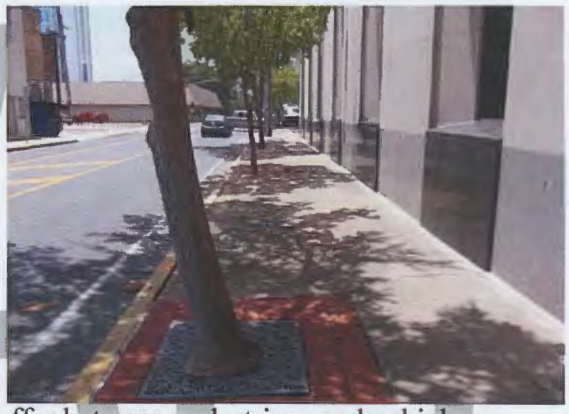
- **Inventory pedestrian-transit infrastructure:** Each block face was physically inventoried in the field. Measurements and the conditions of sidewalks, curbs, driveways, and planting strips were used to calculate the replacement cost.
- **Describe and rank the existing streetscape conditions:** Both general block face conditions and individual infrastructure elements were described and ranked. Elements were assessed from the point of view of a pedestrian or individual with disabilities trying to traverse the corridor. The following were inventoried for each block face:
    - ***Sidewalks and curbs:*** Measured for width and length along the block face and examined for condition (cracking, unevenness, impediments, weed growth, etc.).
    - ***Driveways:*** Measured for total width along block face and condition assessed (steepness, damage to pavement, etc.).
    - ***ADA-compliant ramps at street crossings:*** Counted where relevant and examined for conditions (steepness, levelness with street, impediments, etc.).
    - ***Crosswalks and stop bars:*** Counted and examined for current conditions (well-marked, a stoplight or stop sign on approach, etc.).
    - ***Landscaping between sidewalks and the roadway:*** Measured for width and length along block face and examined for current conditions (well-maintained, impeding the sidewalk, grated, etc.).
    - ***Bus stop infrastructure and furniture:*** counted where relevant and examined for current conditions (well-marked, safe, trash receptacle available, etc.).

Transit-Pedestrian Amenity Rankings

Amenities, or lack thereof, were ranked to determine whether replacement/enhancement is necessary. Determinations were made based on the perspective of a pedestrian or individual with disabilities using the network of sidewalks, ideally isolated from automobile traffic, to safely access transit stops.

Table 6.1 – Scoring Criteria	
0	**Excellent** (no treatment necessary)
1	**Good** (minimum treatment needed)
2	**Fair** (moderate treatment needed)
3	**Poor** (inaccessible without treatment)
NI	**No Infrastructure**
NA	**Not Applicable**

0 Ranking/Excellent (no treatment necessary): Sidewalks are of sufficient width to support pedestrians and individuals with disabilities; sidewalks and curbs are unbroken and are in very good condition, fully supporting pedestrian traffic; all sidewalks meet ADA standards at driveway intersections; ADA ramps have the proper slope and design; crosswalks are properly striped with stop bars; planting strips are of the appropriate width, acting as a sufficient buffer between pedestrians and motorized vehicles; landscaping in the planting strips is appropriate for the area and has supportive irrigation. ***Replacement is not recommended.***



1 Ranking/Good (minimum treatment needed): Sidewalks are of sufficient width to support both pedestrians and individuals with disabilities; sidewalks and curbs have minor surface damage or cracks but are unbroken and are otherwise in very good condition, needing little to no repair; all sidewalks meet ADA standards at driveways and intersections; ADA ramps may show some wear, but have the proper slope and design; crosswalks are properly striped with stop bars; planting strips are of the appropriate width, acting as a sufficient buffer between pedestrians and vehicles; landscaping in the planting strip is appropriate for the area and has supportive irrigation. There are some minor flaws, but ***replacement is not recommended at this time.***

2 Ranking/Fair (moderate treatment needed): Sidewalks are either too narrow or have moderate damage such as holes, gaps, or large cracks, making travel difficult for both pedestrians and individuals with disabilities; sidewalks may be raised or lowered at driveways and intersections; utilities may be obstructing the pedestrian right-of-way; curbs are crumbling or have gaps; ADA ramps are of an outdated design or show moderate wear; crosswalk striping is faded or may not include stop bars for motorized vehicles; planting strips are too narrow and do not serve as a sufficient perceived barrier between pedestrians and motorized vehicles; landscaping in planting strip is poor or may lack supportive irrigation. ***Replacement is recommended.***

3 Ranking/Poor (maximum treatment needed): Sidewalks are either too narrow or have major damage such as severe surface breaks or missing sections, making travel impossible for both pedestrians and disabled individuals; sidewalks may be raised or lowered at driveways and intersections; utilities may be obstructing the pedestrian right-of-way; curbs are crumbling or have missing sections; ADA ramps are badly damaged, pooling water, or missing altogether; crosswalk striping is completely faded or nonexistent without stop bars for motorized vehicles; planting strips are too narrow and do not serve as a sufficient perceived barrier between pedestrians and motorized vehicles; landscaping is poor, absent, and lacking supportive irrigation. ***Replacement is recommended.***

NI Ranking/No Infrastructure: Pedestrian amenities are not present. ***The addition of this infrastructure is recommended.***

NA Ranking/Not Applicable: Pedestrian infrastructure not needed or desired in this location due to safety issues. ***The addition of infrastructure is not recommended.***

Elements that rank 0/excellent, 1/good, or NA/not applicable are not recommended for repair or replacement. Elements ranked as 2/fair, 3/poor, or NI/no infrastructure are recommended for complete replacement. A cumulative rating for each block face is given to identify which are in the worst condition and require the most improvements. A complete detailed existing conditions inventory is included in Appendix B.

Conditions and Recommendations by Corridor

This section summarizes the general condition of corridor segments for the 121 block faces that were inventoried.

Main/2nd Street between Jackson Street and Fulton Street/Pineville Expressway



Main/2nd Street runs parallel to the Red River and is an arts hub and major activity corridor downtown. The ATrans bus terminal, Riverfront Convention Center, Alexandria Museum of Art, Bolton-Davis Gallery, and River Oaks Square Art Center are all on this street. The former Town Talk complex is also located on Main Street, but has been vacant since the newspaper moved its headquarters.

The overall condition of this corridor is fair; infrastructure is generally in better condition in the downtown area than on the southern periphery. Sidewalks, driveways, crosswalks, and curbs are in fair condition, although there is widespread cracking and unevenness of the pavement, and many crosswalk markings are faded. Planting strips are in fair condition where they exist. Overall, ADA-compliant ramps are in poor condition in this area; often they do not have true curb cuts but rather just decline toward the street.

There are decorative sidewalks at the Old Rapides Bank Building at Main and Murray, and on Main between Lee and St. James.

There are several areas on this corridor that are impassable due to obstructions:

- A water meter and a hydrant in the pedestrian right-of-way (ROW) and missing drainage cap in one of the ADA-complaint ramps on the east side of Main between DeSoto and Murray.
- Utility poles on the east side of Main between Johnston and Winn.
- Landscaping on the west side of Main between Washington and Lee.
- The condition of the sidewalk is unpassable in the residential area on the west side of Main between Winn and Fulton.

Recommendations: Replace pedestrian infrastructure that is rated 2, 3, or NI, including sidewalks, ADA-complaint ramps, crosswalks, and curbs; ADA-compliant ramps are in particularly poor condition in the corridor. The southern blocks of Main have the fewest amenities. In addition, pedestrian lighting should be installed where it is not present.

6th Street between Jackson Street and Fulton Street



Sixth Street runs through the center of downtown. It is largely commercial, but there are some private residences on the southern end of the corridor.

The overall condition of this corridor is fair; infrastructure is generally in better condition in the downtown area than on the southern periphery. Crosswalks, sidewalks, and driveways are in fair condition, although there is widespread cracking and unevenness of the pavement, and many crosswalk markings are faded. Planting strips are in fair to poor condition where they exist. Overall, ADA-compliant ramps are in fair to poor condition in this area; often they do not have true curb cuts but rather just decline toward the street.

There are several areas on this corridor that are completely impassable or highly difficult to navigate due to obstructions:

- Utility holes in the pedestrian ROW and one of the ADA-compliant ramps on the east side of 6th between Jackson and DeSoto.
- A utility cover, tree, poles, and hydrant blocking the pedestrian ROW and poles and utility covers blocking one of the ADA-compliant ramps on the west side of 6th between DeSoto and Murray.
- A pole blocking one of the ADA-compliant ramps on the west side of 6th between Murray and Johnston.
- A stoplight and trash receptacle blocking the pedestrian ROW on the east side of 6th between Murray and Johnston.
- A utility pole blocking the pedestrian ROW and the ADA-compliant ramps are impeded on the west side of 6th between Johnston and Washington.
- A utility pole, a raised manhole, and a sunken water meter in the pedestrian ROW on the east side of 6th between Johnston and Washington.
- Utility poles and cars parked in the pedestrian ROW on the west side of 6th between Washington and Lee.
- Plants impeding the pedestrian ROW on the east side of 6th between St. James and Winn.
- Unsafe ADA-compliant ramps on the east and west sides of 6th between Winn and Fulton.

Recommendations: Replace pedestrian infrastructure that is rated 2, 3, or NI, including sidewalks, ADA-compliant ramps, crosswalks, and curbs. Planting strips and ADA-compliant

ramps are generally in most need of repair in this corridor. In addition, pedestrian lighting should be installed where it is not present.

Foisy/7th Street between Jackson Street and Fulton Street



Foisy Street runs through the middle of downtown. It is largely commercial, but there are some private residences on the southern end of the corridor.

The overall condition of this corridor is fair; infrastructure is generally in better condition in the downtown area than on the southern periphery. The ADA-compliant ramps in the corridor are in poor to fair condition; often the ramps do not have true curb cuts and do not meet the street evenly. Crosswalks, sidewalks, driveways, and curbs are generally in fair condition, although there is widespread cracking and unevenness of the pavement, and many crosswalk markings are faded. Planting strips are in fair to good condition where they exist.

There are several areas on this corridor that are completely impassable or highly difficult to navigate due to obstructions:

- The sidewalk is unpassable at the funeral home on the west side of Foisy between Jackson and DeSoto.
- The sidewalk is impassable at the planting strip on the west side of Foisy between DeSoto and Murray. The planting strip has trees and utility poles and is in the pedestrian ROW. Cars also park in the ROW.
- There are utilities in the pedestrian ROW on the west side of Foisy between Murray and Johnston.
- The sidewalk is impassable at the planting strip on the west side of Foisy between Johnston and Washington.
- Utility poles block the pedestrian ROW on the east side of Foisy between Johnston and Washington.
- The majority of the sidewalk on the west side of Foisy at Washington is used for parking.
- A utility pole and hydrant block the pedestrian ROW on the west side of Foisy between Lee and St. James. Three of the ADA-compliant ramps do not have curb cuts.
- A utility pole is blocking the pedestrian ROW on the west side of Foisy between St. James and Winn.
- Cars park in the pedestrian ROW on the east side of Foisy between St. James and Winn.

- The sidewalk is unpassable and cars park in the pedestrian ROW on the west side of Foisy between Winn and Fulton.

Recommendations: Replace pedestrian infrastructure that is rated 2, 3, or NI, including sidewalks, ADA-compliant ramps, crosswalks, and curbs. The ADA-compliant ramps in this corridor are most in need of repair. In addition, pedestrian lighting should be installed where it is not present.

8th Street between Jackson Street and Winn Street



Eighth Street is on the western side of downtown. It is largely commercial, but there are some private residences and vacant land on the southern end of the corridor.

The overall condition of this corridor is fair; infrastructure is generally in better condition in the downtown area than on the southern periphery. The planting strips are in good condition. All other pedestrian infrastructure is in generally fair condition, although there is widespread cracking and unevenness of the pavement, and many crosswalk markings are faded.

There are several areas on this corridor that are completely impassable or highly difficult to navigate due to obstructions:

- Tree roots are in the pedestrian ROW on the west side of 8th between Jackson and DeSoto.
- Landscaping in overgrown into the ROW making it unpassable on the east side of 8th between DeSoto and Murray.
- A pole and parked cars block one of the ADA-compliant ramps on the west side of 8th between Murray and Johnston.
- There is a utility pole blocking the ROW and there is a hole for gas utilities in one of the ADA-compliant ramps on the east side of 8th between Johnston and Washington.
- Trees, a phone booth, and a utility hole are blocking the ROW and there is a utility hole where one of the ADA-compliant ramps should be on the east side of 8th between Washington and Lee.
- Three poles block the pedestrian ROW on the west side of 8th between St. James and Winn.
- A fire hydrant impedes the pedestrian ROW on the east side of 8th between St. James and Winn.

Recommendations: Replace pedestrian infrastructure that is rated 2, 3, or NI, including sidewalks, ADA-compliant ramps, crosswalks, and curbs. In addition, pedestrian lighting should be installed where it is not present.

Jackson Street between 2nd/Main Street and 10th Street



Jackson Street is on the northern side of downtown and is largely commercial. Activity centers in this corridor include the Riverfront Convention Center on the eastern end and Louisiana State University at Alexandria on the western end. The bridge to Pineville crosses the Red River at Jackson Street. Other development on Jackson includes the Emmanuel Baptist Church and School, the Hixson Brothers Funeral Home, Red River Bank, the U.S. Bankruptcy Court, and a new plasma center currently under construction. There is a transit bench on the north side of Jackson between 3rd and 4th Streets.

The overall condition of this corridor is fair; infrastructure is generally in better condition in the downtown area than on the western periphery. There are decorative sidewalk and crosswalk pavers at 3rd Street. Driveways and curbs in the area are in good to fair condition. Crosswalks, sidewalks, ADA-compliant ramps, and planting strips are all in fair condition. In general, there is widespread cracking and unevenness of the pavement, and many crosswalk markings are faded.

There are several areas on this corridor that are completely impassable or highly difficult to navigate due to obstructions:

- Tree roots from the planting strips have raised portions of the sidewalk so that they are unpassable for anyone with a mobility device on the southern side of Jackson between Main and 3rd.
- The uneven joints on the sidewalk impede the access of individuals with mobility devices on the southern side of Jackson between 3rd and 4th.
- There is a sign blocking the pedestrian ROW on the northern side of Jackson between 4th and 5th.
- Planters block the pedestrian ROW on the southern side of Jackson between 4th and 5th. Trees on the block make it too narrow for a wheelchair to pass. The sidewalk is sunken at 4th Street making it inaccessible for mobility devices.

- The sidewalk narrows where there are tree grates on the southern side of Jackson between 5th and 6th, making it impossible for wheelchairs to pass. There are pot holes blocking the pedestrian ROW close to 6th. There is a utility hole obstructing one of the ADA-compliant ramps.
- The planting strip (trees with brick liners) impedes pedestrian travel on the southern side of Jackson between 6th and Foisy.
- The planting strip and temporary signage completely block the pedestrian ROW on the northern side of Jackson between Foisy and 8th.
- There is no protection for pedestrians from vehicle traffic on the southern side of Jackson between Foisy and 8th.
- The brick planters are very uneven and impossible to navigate with a mobility device on the northern side of Jackson between 8th and 9th.
- The sidewalk is completely unpassable due to trees in the pedestrian ROW on the southern side of Jackson between 8th and 9th.
- There is a tree blocking the pedestrian ROW on the northern side of Jackson between 9th and 10th.

Recommendations: Replace pedestrian infrastructure that is rated 2, 3, or NI, including sidewalks, ADA-compliant ramps, crosswalks, and curbs. In addition, pedestrian lighting should be installed where it is not present.

Murray Street between 2nd/Main Street and 10th Street



The Murray Street corridor is home to many municipal buildings, including City Hall, the Rapides Parish Courthouse, the Rapides Parish Sheriff Criminal Records Division, the U.S. Post Office and Courthouse, and other State of Louisiana and City of Alexandria offices. There is a large branch of Chase Bank. The majority of other buildings are commercial, including many attorneys' offices serving the courthouses. There is a pole-mounted bus stop sign on the north side of Murray at 6th, but no bench, shelter, or other transit amenities.

The overall condition of this corridor is good to fair. Infrastructure is especially good in the 2nd to 4th Street area, where there are some newer decorative brick sidewalks and crosswalks. All pedestrian infrastructure rates generally in the good to fair range, with the exception of ADA-compliant ramps, which are in fair condition overall.

There are several areas on this corridor that are completely impassable or highly difficult to navigate due to obstructions:

- There are poles and signs in the pedestrian ROW on the north side of Murray between 3rd and 4th.
- The pedestrian ROW and some ADA-compliant ramps are blocked by a traffic light and manhole on the south side of Murray between 3rd and 4th.
- There are utility holes in the pedestrian ROW and ADA-compliant ramps without curb cuts on the south side of Murray between 4th and 5th.
- ADA-compliant ramps are blocked by utility poles on the south side of Murray between 5th and 6th.
- There is a tree in the pedestrian ROW and holes in the ADA-compliant ramps on the north side of Murray between Foisy and 8th.
- There are drainage issues midblock on the south side of Murray between 8th and 9th.
- The sidewalk is overtaken by the planting strip and is unnavigable on the north side of Murray between 9th and 10th. ADA-compliant ramps are also unpassable.
- ADA-compliant ramps are unnavigable on the south side of Murray between 9th and 10th.

Recommendations: Replace pedestrian infrastructure that is rated 2, 3, or NI, notably the unnavigable ADA-compliant ramps and overgrown planting strips. In addition, pedestrian lighting should be installed where it is not present.

Johnston Street between 2nd/Main Street and 10th Street



Johnston Street runs east-west through the middle of downtown. It is largely commercial, including some residential homes that have been converted into office space. The Alexandria law enforcement complex and Rapides Foundation are also on Johnston Street.

The overall condition of this corridor is good to fair, and all pedestrian infrastructure is generally in fair condition, deteriorating in quality from east to west. There are some decorative brick sidewalks and crosswalks between 2nd and 4th Streets. There is a bricked public plaza with benches and landscaping at 3rd Street.

There are several areas on this corridor that are completely impassable or highly difficult to navigate due to obstructions:

- There is a light post in the pedestrian ROW and drainage issues on the south side of Johnston between 2nd and 3rd.
- One of the ADA-compliant ramps on the north side of Johnston between 3rd and 4th has no curb cuts or even a decline to the street.
- A light post impedes the pedestrian ROW on the south side of Johnston between 3rd and 4th.
- One of the ADA-compliant ramps does not have a curb cut on the north side of Johnston between 4th and 5th.
- One of the ADA-compliant ramps on the south side of Johnston between 4th and 5th is impeded by a sunken manhole, and another needs an actual ramp installed.
- One of the crosswalks on the north side of Johnston between 5th and 6th has no pedestrian infrastructure.
- A sunken manhole is in the pedestrian ROW and a utility pole is blocking ADA-compliant ramps on the south side of Johnston between 5th and 6th.
- One of the ADA-compliant ramps is blocked by utility poles and a hydrant on the north side of Johnston between 6th and Foisy.
- A stop sign is blocking one of the ADA-compliant ramps on the north side of Johnston between 8th and 9th.
- One of the ADA-compliant ramps is blocked by a utility pole on the north side of Johnston between 9th and 10th.
- The driveway at 10th Street on the north side of Johnston is too steep for pedestrians with mobility devices.

Recommendations: Replace pedestrian infrastructure that is rated 2, 3, or NI. Pedestrian lighting should be installed where it is not present.

Lee Street between 2nd/Main Street and 10th Street



Lee Street runs east-west on the southern end of downtown. It is largely commercial, with businesses including a funeral home and auto shop. The Coughlin-Saunders Performing Arts Center, fire station, and public library abut Lee Street. Many of the commercial buildings on the western end of the corridor are abandoned and/or deteriorating.

The overall condition of the corridor is fair; deteriorating in quality from east to west. There is decorative brick paving and a plaza at 3rd Street near the performing arts center, as well as a trolley stop. There is a bus stop (pole-mounted sign) on the south side of Lee at 6th, but no bench, shelter, or other transit amenities.

There are several areas on this corridor that are completely impassable or highly difficult to navigate due to obstructions:

- There is a manhole cover in the middle of one of the ADA-compliant ramps and drainage issues on the south side of Lee between 2nd and 3rd.
- There is a sunken utility hole in one of the ADA-compliant ramps on the south side of Lee between 3rd and 4th.
- Almost the entire northern block face on Lee between 4th and 5th is used as parking for the library.
- Power line poles are blocking the pedestrian ROW on the south side of Lee between 5th and 6th.
- A parking bollard is blocking the pedestrian ROW on the north side of Lee between Foisy and 8th.
- The sidewalk is so damaged that it is unpassable on the south side of Lee between 8th and 9th.
- A large utility pole and hole in the pedestrian ROW on the south side of Lee between 9th and 10th makes the sidewalk unpassable.

Recommendations: Replace pedestrian infrastructure that is rated 2, 3, or NI. Pedestrian lighting should be installed where it is not present.

Summary

In general, pedestrian amenities in Alexandria are in fair condition. The central-east core of downtown where City Hall, the arts district, the restored Hotel Bentley, the future site of the community college, and a concentration of restaurants are located has infrastructure in the best condition. Some areas have decorative brick paving on sidewalks and crosswalks and there are more stoplights and pedestrian crossing lights. Moving away from the downtown core, infrastructure generally decreases in quality. Overall, ADA-compliant ramps in the area are in the greatest need of repairs.

Sidewalks: It is recommended that the low-ranking identified sidewalks be replaced. Sidewalks are contiguous, but basic improvements are needed along many corridors. Sidewalks in the central-east downtown core are generally newer or better maintained. Overall, there is widespread cracking, damage, and displacement of sidewalks throughout downtown.

ADA-Compliant Ramps and Crosswalks: It is recommended that the low-ranking identified ADA-compliant ramps and crosswalks be replaced or constructed. The majority of ADA-

compliant ramps in the area are in poor condition. Many do not have true curb cuts and just decline toward the street. They are often blocked by utilities, broken curbs, or other infrastructure, are uneven and damaged, or are collecting debris. Crosswalks are generally in better condition, but many need restriping; some are missing completely.

Planting Strips: It is recommended that the low-ranking identified planting strips be replaced or constructed. Many blocks include planting strips, but the quality of landscaping varies widely. Some blocks have trees with grates and brick liners, others have untended strips of grass and weeds. In some cases, the planting strips have been taken over by utility infrastructure. For both beautification and safety purposes, it is recommended that trees be included in all applicable planting strips lining sidewalks in the inventory area.

Pedestrian Lighting: It is recommended that the identified pedestrian lights be installed. There are minimal pedestrian lights in the inventory area; the few present are located around 2nd, 3rd, and 4th Streets. For safety reasons, pedestrian-oriented lighting should be installed on all appropriate blocks for safe nighttime sidewalk access.

Bus Stops: The majority of bus stops outside of the terminal on 2nd Street consist only of small pole-mounted signs. Each stop should have identifiable bus stop signs as well as appropriate amenities.

CHAPTER 7 - CAPITAL COSTS

This chapter summarizes the costs of the proposed streetscape improvements recommended in Chapter 6.

Capital Costs for New Streetscape Infrastructure

The purpose of conducting an existing conditions inventory is to determine the extent of improvements required for enhanced pedestrian and transit access. The existing infrastructure was inventoried within a series of capture areas, generated around nodes of transit as per Federal Transit Administration (FTA) Livable Centers Initiative (LCI) parameters. The following sections provide an explanation of the ranking system and describe which pedestrian infrastructure was appropriate for ranking. Recommendations for the replacement of infrastructure ranked Fair or Poor are detailed, with the capital costs necessary to bring the infrastructure to acceptable levels for pedestrian/transit access.

Infrastructure Capital Costs

Table 7.1 presents the unit costs used to calculate the total capital cost of the identified LCI streetscape improvements. Because pricing for Louisiana was not available, these costs were derived from recent infrastructure costs provided by the Texas Department of Transportation (TxDOT) Average Low Bid Unit Prices for the Beaumont area.

Table 7.1– Unit Cost Basis for Streetscape Infrastructure Capital Costs

Item	*Unit Cost*	*Unit*
Sidewalks	$5.98	SF
Curb	$8.00	LF
Driveway Bibs	$8.60	SF
ADA Ramps	$1,575	EA
Landscaping and Irrigation		
Sod/Ground Cover	$0.18	SF
Planting Soil	$1.50	SF
Crosswalks	$200	EA
Demolition		
Demo – Sidewalk	$1.45	SF
Demo – Curb	$3.65	LF
Demo – Driveway	$2.49	SF

Recommended LCI Streetscape Improvement Costs by Corridor

Table 7.2 presents the costs for LCI streetscape improvements per corridor using the infrastructure costs in Table 7.1. Note that the total includes 20 percent for design, administration, preliminary engineering, advanced planning, and construction management and oversight. Also included is a 10 percent contingency on overall costs. Detailed costs per block face are included in Appendix C.

Table 7.2 – Corridor Costs	
CORRIDOR	TOTALS
Jackson	$185,125.67
Murray	$174,955.97
Johnston	$217,489.58
Lee	$307,968.15
8th Street	$244,774.95
Foisy	$265,979.81
6th Street	$275,955.58
Main	$218,852.60
Total Corridor Costs	$1,891,102.31
Shared Infrastructure Costs:	
ADA Ramps (Total for capture area)	$417,375.00
Crosswalks (Total for capture area)	$22,800.00
Total Corridor + Shared Infrastructure	**$2,331,277.31**
10% Contingency	$233,127.73
20% Soft Costs	$466,255.46
Grand Total	**$3,030,660.50**