Today’s meeting provides the public a chance to receive information about the project and the Stage 0 Feasibility Study. In doing so, the enclosed frequently asked questions will acquaint you with developments occurring to date. In attending the meetings today, we ask you to provide your ideas to resolve key points of traffic congestion on I-10 in Baton Rouge. In addition, please provide your comments on the preliminary project purpose and need. Designated stations can collect your comments in either written or verbal form.

Should you have any questions please ask one of our project staff. Thank you!

Meeting Ground Rules:
- Start and stay on schedule
- Cell phones off or on vibrate
- Listen actively
- No one person dominates conversations
- Stay on topic
- No personal attacks or accusations
- Assume good will of others

Meeting Agenda
6:00—Welcome & Introductions
6:10—Inform the Public:
  Project Status
  Public & Business Survey Results
  Traffic Data Analysis Results
6:50—Table-Top Ideas Session & Ask the Experts
8:00—Adjourn
LSU Public Policy Research Lab
I-10 Improvement Study Scientific Surveys

Corridor Businesses Survey
Scientific survey of 2,000 businesses located within 5 miles of I-10 between Lake Charles and Slidell, Louisiana. (Of 2,000 contacted, 325 businesses completed the survey, (16.25% response rate) margin of error: +/- 5.44%

Access the full Business Survey Summary Report online at www.i10br.com

General Population Telephone Survey
Scientific telephone survey of 655 randomly sampled adult residents of Baton Rouge and surrounding parishes (EBR, WBR, Ascension, Iberville and Livingston.) Selections of both landline and cellular phone numbers were used. (response rates: 22% landline, 8% cellular) Margin of error: +/- 3.83%

Online Public Input Survey
The online survey was a non-scientific input opportunity launched by Franklin Associates, LLC utilizing the Zoomerang (Survey Monkey) service. This 21 question tool was active between April 22 and June 15, 2015 and collected 13,830 total responses, 79% of which were fully completed questions. Hard copy versions (700 copies) of the input survey were placed in 24 public libraries within EBR, WBR, Ascension and Livingston parishes. These were collected and data was entered into the online poll by project staff.

Key findings of the survey are described below. Access the full Online Public Survey Summary Report at www.i10br.com

- 99% are concerned about traffic issues
- Most rate "ease and speed of travel" as "poor" on I-10
- Most describe "availability of alternative routes" as "poor"
- 60% of survey respondents were commuters

Online Survey: Most Congested Highway Segments

Online Survey: Most Problematic Interchanges

HOW OFTEN DO YOU TRAVEL ON I-10 IN BATON ROUGE?
- Every day 55%
- Weekdays 21%
- Weekends 8%
- Occasionally 15%
- Rarely 1%